

VARIETY

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56 PAGES

FREE SHOWS MENACE B. O.

Sunshine Seekers Face \$40 Take And No Reservations as Fla. Booms

Miami, Feb. 19.

Florida is having the greatest season since 1924-25, the year of the big boom, and from its present pace may pass that eventful season. Rooms have shot up again to \$40 and more per day, with reservations practically impossible to secure.

Notices have been sent to all out-of-town agencies and railroads to call their customers to make certain they have accommodations in Miami for other cities before taking the trip. Otherwise, visitors will likely find themselves parking out on the sidewalk.

Miami district is filled to capacity and hotels are refusing to consider reservations, in many cases preferring to take care of applicants as rooms are vacated. Situation is admitted all along the line as serious, the fear growing that overcrowding may act as a boomerang and kill off future business for the territory both this year and next.

It is expected that the present overcrowded condition will exist for another 30 days at least.

B'WAY NEWSREELER'S FIVE-STAR NEWS IDEA

Under its Pathe policy the Embassy is shaping up as the first newsreel theatre in the world with a five-star edition. By changing into a daily the Emb now is in a position to win out over its reeling competitor, the Translux.

Where the Luxer changes weekly the Emb under the policy instituted by Harold Wondsell, Pathe editor, is following the news on the screen the same as dailies do in their editions. Instead of waiting until the end of the week, as is customary in newsreel houses to date, Pathe is slipping news into the Emb as rapidly as it breaks. This requires a constant changing of ballyhoo material outside. Pathe's plan is to set up a special electric sign over the marquee and use this as a front page for current headlines.

The daily policy threatens to complicate things between Pathe and the Lux. The opposition house has a full contract for all Pathe news material. Whether or not the Lux will attempt to follow the Emb on the swingover from a weekly to a daily remains to be seen. In news circles this is dotted because the Lux has no such direct hook-up with any of the reels as has the Emb and its Pathe supervision.

Naming a Nite Club

Paris, Feb. 19.

New cafe in bright light district near boulevards named 'Aux Gangsters' (pronounced 'Ongangstaire'). Place is 30 yards from a police station, and around the corner from Faubourg Montmartre.

Fame

A middle-aged woman made the rounds of the Broadway vaudeville agencies, seeking dates on the ground that she bears a close resemblance to Mrs. Franklin D. Roosevelt.

'Especially,' she said, 'when she smiles.'

FRENCH CHARY OF NEWSREEL PROPAGANDA

Washington, Feb. 19.

Meeting of newsreel representatives was called in Washington at the French Embassy Thursday (15) in an attempt to keep them from showing clips of the rioting and revolutionary activities in Paris during the past few weeks. Reels agreed to play ball.

Embassy was quite candid and told the men the French government was upset by report of clips en route showing shooting and police brutality in the streets. It was actual action shots only that they wanted censored, although satisfied to let general items be shown.

Newsreel men figure they'd bet.

(Continued on page 64)

COHAN AND HARRIS LEGIT PARDS AGAIN

Jewish Theatrical Guild will hold its annual dinner at the Waldorf Astoria, N. Y., in April, with George M. Cohan and Sam H. Harris the honor guests.

Understood the affair is a signal indicating the former managerial partners will rejoin to present one or more shows next season.

Symphonic Pickup

Jazz as an economic bolsterer to symphonic music is the idea which Paul Whiteman may carry through as a regular thing with the large symphony orchestras of the country. He starts March 6 with the Cincinnati Symph as guest conductor.

It's no secret that almost all these civic symphs wind up with a deficit. It's deemed good showmanship to mate a jazz maestro with the sundry municipality symphs and perhaps enable them to get off the nut.

NRA SQUAWK ON CWA AND RADIO

Radio Theatre Biggest Bane to Established Boxoffices — Films Line Up with Legit to Combat Radio's Gratis Shows

FEAR NO LIMIT

Anticipating an annual loss of possibly over 50,000,000 ticket purchasers in 1935, for film theatres alone based on statistics gathered in 23 leading cities throughout the U. S., the picture business is preparing to defend itself against radio. Picture men want the other out of the theatre business.

The film industry, by the action of its NRA rulers, is now allied with the legitimate theatre in a showdown scheduled to be fought out with radio heads in Washington early in March.

At the same time the Government will find itself on the defensive in other directions. Through the activities of the CWA the professional

(Continued on page 36)

'The Drunkard' and '10 Nights' as Shows in Beer Garden Cabaret

One time Swedish church on 55th street east of Lexington avenue, N. Y., is to be turned into a beer garden cabaret by a group of actors. Melodrama will be played as a floor show, 'The Drunkard' and 'Ten Nights in a Barroom' being considered. 'Drunkard' is being done on the Coast along similar lines.

Plan is to charge \$1.65 admission, with beer and sandwiches included. Show will not come under Equity rules because it is not a regular theatre.

See Hitler Letup on Non-Aryan Talent

Prague.

That the German government is making definite backward moves in its objections to Jewish talent seems to be indicated by the new contract given Irene Eisinger here. Miss Eisinger leaves immediately for Berlin to appear in 'Lockende Flammen' at the Theatres des Westens.

Miss Eisinger was formerly a big draw in Berlin, but upon entry of the Nazi regime she was sifted out and had to come here for work.

Gold Chips

Paris, Feb. 19.

American \$5-gold pieces replacing chips at Monte Carlo roulette tables. This is a move to attract trade from French resorts, where roulette is now permitted for the first time in many years.

Terrific rush to see metal is predicted, for this makes Monte the only town in Europe where old-fashioned gold simoleons of any nationality are in circulation. Winners keep them.

16 OLD-TIMERS IN ALL-A.K. STAR PIC

Hollywood, Feb.

Radio will round up 16 old time star and featured players for the principal parts in 'False Dreams'.

Exploitation will be along the line of 'come and see your old time favorites, all in one picture.' 'False Dreams,' legit, closed the Little, New York, recently.

AFTER STUNT MEN FOR AUTO FIRM-ADVERTISING

Hollywood.

Dodge company will hire film stunt men to drive its cars through spectacular tests which are to be motion and still photographed for an extensive advertising campaign.

R. H. Palenske, of the Ruthrauff-Ryan ad agency, has taken offices at a studio here. One stunt he is particularly anxious to have performed is the driving of a car through a brick wall.

Scheme is to also use extra girls to pose with the car in various backgrounds made familiar by the picture companies.

College Boys Get First Road Chance at O'Neill

Dubuque, Ia., Feb. 19.

Columbia College players have been picked for the western premiere of 'Days Without End,' by Eugene O'Neill. Players are extension studies and regulars in the school department of dramatic art.

Students have a rep and were named by the New York Theatre Guild for the first whirl at the production the Mississippi valley spot.

Chicago, Feb.

Legislative okay on the World's Fair for 1934 should be passed this week. Senate down in Springfield shipped the bill through with no trouble except a tiny rumpus about the race question as far as negroes were concerned and the House is ready to give it the final stamp with similar speed. Only trouble here may be the new proposed amendment to the bill which may take the Planetarium out of the Fair. Not likely that amendment will be adopted.

Pending the final passage of the bill there is in reality no such thing as the 1934 World's Fair and all contracts being taken for space this summer are thus not contracts at all but merely binders and options on space.

World's Fair officials have had some sleepless nights over the House of Delegates voting on the bill due to the occasional squawks about the Fair from the downstate delegates. Many downstaters have put up a howl against the Fair on the yelp that while it helped Chicago the Fair didn't do the rest of the state any good. In fact, that Chicago regularly drew all the people and loose coin away from the downstate stores and enterprises. Particularly was this exodus from the small towns felt on the week-ends with whole families crowding into the auto to spend a couple of days in the loop.

However, not believed that these squawks, while annoying enough, will hinder the final passage of the World's Fair bill.

Work is ready to start on the new Midway setup. Midway will be the island this summer and since the lake is rather small it will necessitate further man-made land on the site of the present beach which will be built out a number of feet.

'CLARK GABLE SPECIAL' GETS FANS' R.R. BIZ

Baltimore, Feb.

First instance hereabouts railroad's unsolicited merger with show biz angle was the B. & O.'s 'Clark Gable Special' excursion, which totaled 1,000 fans from Washington yesterday (18) to view the Metro player's current p. a. at Loew's Century.

Indicates more trigger-minded thinking in r.r. circles than of old, as Gable engagement wasn't penciled in until six days in advance, but appearing in Washington dailies following day hawked the round-trip jaunt.

For the \$2 fee, transportation to and from the theatre included along with the house admish, as a good will gesture a tea-and refreshment set-up at the Lord Baltimore hotel also thrown in. Railroad's arrangement with Century held to regular 40c-ad ish per person.

SOUND ASLEEP STATIONS

WMBR, Tampa, Monopoly Cry Brings Odd Policy Decision from ASCAP

For the first time in its history the American Society of Composers, Authors and Publishers, has given answer to the monopoly charge by extending permission to publisher members to deal directly with performance users. Responsible for this shift in policy is the latest suit filed by a broadcaster charging the Society with engaging in a conspiracy and illegal monopoly and seeking its dissolution. Station concerned is WMBR, Tampa, Fla., owned and operated by F. J. Reynolds.

After ASCAP cancelled the Tampa outlet's license on the ground that it wasn't paying its fees, WMBR took the issue to court and declared that it was amenable to reimbursing copyright owners for music broadcast but it wanted to do its licensing direct with the individual copyright owner and not through the Society. Since ASCAP, through the Society, maintained a monopoly control over these copyrights it would first be necessary to dissolve the organization.

Letter addressed to publisher members by E. C. Mills, of the Society, advises that it has decided to give Reynolds an opportunity to do his business direct. If the station approaches any publisher in the copyright combine, it's okay, says the communication, to quote terms, rates and conditions without referring the license application to ASCAP.

'Last Ditch,' Indie, Sells Out After 1st Skirmish To Utilities Magnate

John, N. B., Feb. 19.
A. Munro, founder of CFBO, has settled his feud with H. P. Robinson, newspaper and public utilities magnate, over local broadcasting rights by selling out to the opposition. After giving Robinson title to his station, Munro announced that he deemed it wiser to cash in now than wait for Robinson to force him to close down with a newer and more powerful station. Robinson has secretly obtained a license from the Canadian government to build. Munro circulated petitions and originally announced he would fight big business to the last ditch. CFBO continues operation until March 1.

\$100 PER MAN FIXED AS NEW YORK SCALE

Salaries for the musicians at NBC and Columbia have been raised back to their original 1932 level, \$100 a week per man. New contract, effective for the full year 1934, stipulates that the nets retain the same quota of musicians carried currently on either's payroll. New York musicians' union agreed to a \$10 reduction in late 1932, when the broadcast business was on the sharp toboggan. Last fall, when things started picking up for the networks, the union prevailed upon these sources to make up the \$10 difference with the employment of additional musicians.

Negotiations on the 1934 contract started off with a demand of \$110 per man, but the union yielded on the \$100 figure when the net's assented to the retention of the present personnel quotas.

DDD COAST-TO-COAST

Chicago, Feb. 19.
Show of D.D.D. product, subsidiary of Campagna, which has been on an NBC wire west of Omaha only goes on a coast-to-coast hook-up on the Blue web Feb. 22.

Plan same talent with the Eric Saegerquist orchestra, Don Ameche and others plus guest attractions. Bobbe Arnst slated for initial bow.

Can't Mention Air Mail

NBC program department has put a ban on any comedy reference whatever to the air-mail situation.

Gags touching on the topic were blue penciled from the scripts of a couple of commercial comedies last week.

CONGRESSMEN PROPOSE AIR LAWS

Washi. 19.

to curb outlaw radio stations from broadcasting in United States was forecast last week after the Senate Interstate Commerce Committee endorsed the measure. Bill, recommended by Federal Radio Commission, is designed to prohibit foreign transmitters, chiefly Mexican, from getting programs from this country without Federal permission.

Legislation prohibiting lotteries was proposed again during the week, while new bill to prevent discrimination between clients was put forward. Both measures went to House Merchant Marine, Radio and Fisheries Committee for study.

Measure proposed by Rep. Bland of Virginia provides \$1,000 fine or year's imprisonment for permitting the broadcasting of any advertisement or information about any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of prizes given in such contest.

Rep. McFadden of Pennsylvania proposed addition of new sections which would impose \$500-\$5,000 fine for unlawful discrimination between clients. Intent is to insure equal opportunity to any person who is legally qualified candidate for any public office, any religious, charitable, or educational company, corporation, association, or society, or any other like association or society.

McFadden measure also proposes penalties for persons interfering with, preventing, or attempting to discourage broadcasting of any program or inducing withdrawal of business.

KAUFMAN LEAVES WCAE

Goes with Hearst in N. Y.—Successor Unnamed

Pittsburgh, Feb. 19.
Jesse L. Kaufman, for the last four years general manager of station WCAE here, leaving post here to become affiliated in an executive capacity with Hearst Radio Service in New York. It's a promotion for Kaufman. WCAE, owned and operated by Pittsburgh Sun-Telegraph, is a link in the Hearst chain.

Kaufman left last week with his family for Florida, where he will vacation for some time before taking over his new post.

No successor has yet been named, although Frank Smith, manager of WWSW, has been mentioned for the job. In the meantime, station is in charge of Ed Harvey, program director.

NEW SOUND EFFECTS

Chicago, Feb. 19.

On March 1 H. G. Ashbuckner bows out of NBC here as sound effects engineer.

Melvin Weinbaum comes in on replacement.

ADV. AGENCIES TABBIN' THEM

Stations That Are Habitually Neglected by Listeners in Own Towns Not Popular — Muff Opportunities for Radio Showmanship

'TIED FOR 3RD PLACE'

So far as management, showmanship, or alertness to program opportunities is concerned some radio broadcasting stations sound asleep.

There are stations ranking third, fourth, or also ran in their local communities that ought to be at least second. Everything favors them yet they lag behind, providing the local congressman to do some political burping.

But perhaps the most self-beguiled of all the broadcasting gentry are certain station men who have through the sheer accident of geography and position a favorable balance trade. They look at their books and fancy that the black ink is a mirror of their own clever showmanship as reflected in the discriminating selection of phonograph records.

They Sit and Thi

Among station men there are extremely shrewd broadcasters. And there are also some marathon thumb-tweeters and swivel chair polishers. They think its still 1927 and that radio is a miraculous contract net that needs only be hauled in full of fish. A nice personality, a set of golf clubs, a few social contacts, and success in broadcasting is assured.

Advertising agencies in New York, Chicago, and other large centers are growing aware of the stations that are muffed opportunities, that are 'tied for third place' so to speak. And its about ripe for some of the stations to snap out of the trance or else. Advertisers don't care much about signal strength and trans-pa-gadgets but more and more they care about radio showmanship, an intangible commodity concerning which some stations are guilty silent.

Showmanship provides that program entertainment on average which commands a station the good will and probable attention of its own community and is in a practical sense a guarantee of circulation beyond any theoretical claims based on engineering tests.

It's happened more than once that 10,000-watts makes a monkey out of 10,000-watts. And even the mighty 50,000-watts have occasionally been painfully reminded of the competitive intelligence of some haughty deprecatd upstart with a feeble dynamo but plenty of showmanship.

DOUG STORER QUILS

Showmanship Quarrels End in Resignation

Douglas Storer quit last week as radio department head of the Blackman Agency. Resignation climaxed a series of disagreements over policy and showmanship that followed Marion Harper's entry as partner in the Blackman organization.

Prior to joining Blackman two and a half years ago Storer operated stations in Detroit and Toledo. He worked with him on the producing end and Harper has brought in Carlos DeAngelis, whose previous connection was N. W. Ayer as staff dramatic director.

Storer Network, Detroit Financed, Will Not Include WMCA, New York; Station Commitments Bars Deal

Church Singer on %

Feb. 19.

That hard times are hurting church collections is no depression story according to one of the local radio warblers. Storer now gets a percentage of the plate collection for his services as Sunday soloist instead of a guarantee of \$50 per service he used to get from the church.

His Network No Myth, Sez McClelland

Los Angeles, Feb. 19.

George McClelland, who has been on the Coast in the interests of his proposed third national chain, left here Wednesday (14) for New York.

He stated his proposed network is no myth and that the national hook-up will be in operation by late fall. Los Angeles will be represented importantly in the set up with the third network copying one of the existing stations here, he said. He would not say, however, which one. He held several conferences while here with Earle E. Anthony, operator of KFI, and KECA, the NBC outlets.

JOHN HENRY RUNS FOR CONGRESSMAN

Omaha, Feb. 19.

John Henry, manager of station KOIL and also of the KFAB Omaha studios, announces his entry into the political race as candidate for Congress from the Seventh Iowa District. Running on Republican ticket, but will have much of campaign handled by Al Namen, Council Bluffs city Democratic chairman.

In any event Henry will keep his connection with KOIL-KFAB whether he reaches Washington or not. Depending largely on farm vote as that is element he wishes to represent.

ANNOUNCERS ORGANIZE

Not a Union, but Want Break on Commercials

San Francisco, Feb. 19.
Spielers of the NBC studios have drawn up a constitution and organized as the National Announcers' Association, electing as officers Nelson Case, president; Paul Gates, v.-p.; Buddy Twiss, sec.-treas.; and Sid Goodwin and Dick Eilers, executive council.

Boys aren't set up as a union, nor are they making any demands on the chain. They will, however, ask for a break in fees, claiming that the lack of income from those commercial spot announcements greatly minimizes their paychecks.

Benny Fields Stays

Los Angeles, Feb. 19.

Benny Fields garners another five-week contract for weekly appearances on the CBS coast Shell Show, which switches here from San Francisco tonight (Mon.). George Stoll's orchestra replaces Horace Heidt's for the Los Angeles broadcasts.

Failure to work out a deal with WMCA, New York City, resulted Monday (19) in the sudden cessation of negotiations and the departure of George Storer for Florida. WMCA was to have been the New York outlet for a new network organized by Storer and to include his own three stations, CKLW, Detroit; WSPD, Toledo, and WWVA, Wheeling.

Storer found WMCA involved in personnel and other commitments that made further negotiations for the station unattractive to Storer at this time. However, Storer is continuing with his own plans, which anticipate taking in 14 stations east of the Mississippi in a web to get going by Oct. 1. Name he proposes for his link is American Broadcasting Co.

Basing Storer in his formation of third national web is a syndicate composed of Detroit capitalists. Storer himself originally came from Detroit where his family has been engaged in the metal stamping and auto accessory business. At the present time CBS clears through both the Detroit and Wheeling stations. In the event his contract obligation to Columbia prevents him from using CKLW as the Detroit release of his own chain by the time he is ready to unveil Storer has another outlet in that city committed to come in with him.

Contract that Storer offered the group of Wall Street scions now operating WMCA stipulated that the project be recapitalized with both the Whitney-Ryan boys and the syndicate bankrolling. Storer putting up additional finances. Donald Flamm, however, would retain ownership of the New York 1,000-watt. Agreement between Flamm and the Whitney-Ryan coterie is for three years with an option for two more. Jack Adams, who promoted the WMCA leasing proposition, has a five-year contract with the station's operating organization, the Federal Broadcasting Corp. With the entry of Storer, Adams was to step down into a lesser post and the direction of the station to go to Storer or some one designated by him.

Philadelphia, Feb.

Paul Harron, who two months ago started his own regional hook-up, the General Broadcasting System, on a co-operative basis out of WFEN, is dickering with WNEB as the point of release for the new area. Approach has also been made to WMGM, the outlet formed by merging three wavelenghts. Later station is owned and operated by the Loew theatre chain.

WFEN has been piping dance band music in from New York spots but embarrassments caused by tornout wires and deliberately poor music have been too many. Harron believes that an ally in New York would solve the problem.

Rush Hughes Busy

Los Angeles,

Rush Hughes switched here from San Francisco to m.c. the Shell Show over coast CBS, with on a new program Monday afternoons over KFI, NBC outlet.

He will interview various picture names in the afternoon. Later station is scheduled to handle back to San Francisco for his daily woman's pictorial programs.

Schnoz-Aides-East

Hollywood, Feb.

Milt Ralston and Jack Harvey, material writers for Jimmie Durante, left here for New York Friday (16).

They go to confab with Chase & Sanborn on the first three broadcasts for Durante over the coffee hour.

Petrillo Liberalizes Union Rules; Okays Special Hours, Conditions

Chicago, Feb.

Chicago Broadcasters Association last week got together with Jimmy Petrillo on an agreement with the Chicago Federation of Musicians. Stations in on the agreement on musicians' pay to run until Jan. 31, 1935, are KYW, WENR, WAAF, WLS, WGES, WMAQ, WBBM, WSCB and WVAE. Chicago Tribune outlet, WGN, is not a member of the association and will make its own terms with the union. Reductions were given by Petrillo in many instances.

Following are the major terms of agreement:

Solo engagements or accompaniments only, for two consecutive hours or less, \$15.00.

Single engagements, terminating prior to 12 o'clock noon for two consecutive hours or less, \$8.00.

Individual agreements added following terms with four local stations:

WLS: The scale set at \$60 per week per man and \$100 for the contractor, for five afternoons per week of three consecutive hours or less with a minimum of 10 men to be employed.

WSCB: Two mechanical device operators or pianists to be employed 30 hours per week, time to be consumed in six days between hours of 10 a.m. and 3:30 p.m. and 5 p.m. to midnight, scale per man per week placed at \$55.

WGES: Two mechanical device operators or pianists at specified hours at \$60 weekly scale and on WAAF three device operators or pianists on specified hours at \$50 scale.

Overtime Pro Rata.

Important change was made in the overtime arrangement. Previous ruling that overtime be paid for at the rate of \$1.50 per half hour or fraction thereof has been switched to read that all overtime be paid pro rata in 15 minute periods at time and a half for all overtime.

Auditions for those outside of the station organization performed by musicians other than those employed regularly on the staff during their established hours shall be charged for at the rate of \$5.00 per man for two consecutive hours or less—leader or contractor, \$6c per man extra.

In the new rulings above, English, horn, piano and celeste shall not be considered doubling.

When a combination of six musicians or less are used on sustaining programs there shall be no fee for a leader or contractor.

SELLINGER LEAVES LORD & THOMAS

Chicago, Feb. 19.

Henry Sellinger blows the Lord & Thomas agency here after several years in charge of the radio department.

Lou Goodkind, who was second in command, moves up to the big desk.

NO MCCARTHY SUCCESSOR

San Francisco, Feb. 19.

Upon his return from New York and Hollywood, Don Gilman, NBC v-p, and western proxy, announced that no successor would be named to fill the spot left vacant by his assistant, C. L. McCarthy, who left to join KFI-KECA and Earle C. Anthony in Los Angeles as assistant to the general manager.

McCarthy's duties as station relations chief and in charge of traffic have been distributed among other execs.

Gilman plans to leave shortly for the northwest for a once-over of the NBC stations he has not visited in about a year.

Ted Howard's Arrowhead Inn Orchestra is featured at the newly opened Roxy Club, Newburgh, N. Y.

Harry Walker's 1934 Revue is the floor show attraction at the Oriental Restaurant, Newburgh, N. Y., with Rex Ford's Orchestra.

Stan Stanley will probably keep his orchestras at the Thomas Jefferson Hotel, Birmingham, until the first of March at least. His contract has been extended a few weeks.

Wendell Mason Dies

Boston, Feb.

Wendell Mason, connected with broadcasting since 1925, died Feb. 13 as a result of a fall on an icy sidewalk.

Mason entered radio work as a script writer and master of ceremonies at WBEL. Later he was program director at WHDH, and just prior to his death had arranged to do a daily period of philosophy and original poems on WBZ. He is survived by a wife, three daughters and a brother.

Film Stars Coin Ideas Gives Auto Show 100% To Radio Performers

Seattle, Feb. 19.

Radio stars will be depended upon 100% to help attract the masses to the Silver Jubilee Seattle auto show, March 3-10, at the local Civic auditor.

Pix stars were cold to the kind of kale offered by the auto moguls. Bookings include Senator Fishback, Nathan Stewart, Don Julian, and Margie, Verna Freshette, Virginia Kelsey, Fortune Sisters and the Morgan family (six). Unit is locally billed as "Vanities of 1934."

Auto show will carry a charge of 40 cents admision.

POLICE INDIANA VIA FIVE RADIO STATIONS

Fort Wayne, Feb. 19.

An Indiana state-wide radio survey is now being conducted under the direction of the state police department with Al G. Feeney, state director of safety, in general charge. Proposed immediate erection of five police broadcasting units over the state in preference to one large plant.

Fort Wayne will have one of the units, another set at Indianapolis. Other locations are to be decided on directly. Each station will operate with 500 watts of power.

Iowa Station Merger

Cedar Rapids, Ia., Feb. 19.

Iowa Broadcasting Company, subsidiary of the Des Moines (Ia.) Register Tribune, announced KSO in Des Moines, has announced that a new \$25,000 station will be erected in Cedar Rapids to step up the facilities of KWCR, Cedar Rapids, and WIAS, Ottumwa. To have 500-watt power in daytime and 250 at night under frequency of 1430 kilocycles.

Merger of the two stations was completed Feb. 13 when WIAS went off the air in favor of KWCR, the studios and facilities to be combined in the Montrose hotel until completion of the new broadcasting unit. The consolidation is being made with Federal radio commission approval.

KOMO's Big Hookup

Seattle, Feb. 19.

KOMO, which devoted last week to celebrating its union with KJR under the Totem Broadcasters Co. and its new studio formal dedication, broadcast an NBC network program, the first transcontinental program to originate from Seattle in many a moon.

A 30-piece orchestra under the direction of Lloyd Solberg will play a half hour program of latest song hits in special arrangements.

FITCH SHOW SPREADS

Chicago, Feb. 19.

Fitch company going for additional coverage on NBC. Is adding mountain and Pacific coast outlets with Wendell Hall rebroadcasting for the west.

Fitch also going into Canada through the radio disc route, Hall and company doing a second show from the NBC studios after each broadcast with the show piped down into the RCA Victor studios.

Program Dead Spots In Canada as Songs Abruptly Tuned Off

Ottawa, Feb. 19.

In reply to contempt-of-court proceedings taken by the Canadian Performing Rights Society Limited in that prohibited popular songs continued to be played by the Canadian Radio Commission chain despite an injunction, the Federal Commission declared that in no case were the musical numbers played in a Commission's station but were part of programs originating in outside stations. These were presumably U. S. broadcasts which were being relayed over the Canadian stations.

Evidence was brought out in the hearing that the Commission's employees were under instructions to cut off prohibited numbers as soon as possible but sometimes the airs were not recognized until too late.

Society requested a second injunction and the matter was taken under advisement. Eight popular songs are involved and the sudden 'blanks' in commission programmes are causing wonderment among ordinary listeners.

Gen. Tire Off Drama

Chicago, Feb. 19.

General Tire company last week suddenly got a flock of doubts about returning to the ether with their former 'Lives at Stake' show. Figure that maybe they don't want any more dramatics. Are now auditioning a number of musical programs and it's 100-to-1 final selection will be with tunes.

Starting date on NBC has been set back two weeks, from March 6 to the 20th. Follows request of General Motors to NBC for additional time for the Seth Parker-Frigidaire broadcasts with General Tires okaying the delay.

CEMENT ROAD PUBLICITY

Indianapolis, Feb. 19.

Portland Cement Company has a series of bi-weekly broadcasts over WFBM called "The Hoosier Trails." Program employs a 14-piece orchestra under direction of Walter Realeau, and talent from the Civic Theatre group, who dramatize automobile excursions to points of interest throughout the state, calling attention to the roads leading to these spots.

Plans are under way to feed WOWO, Fort Wayne, from WFBM.

SELTZER QUITS CBS SALES

Chicago, Feb. 19.

Benjamin Seltzer has resigned from the local sales staff of CBS. Reduces the chain sales setup locally to a trio headed by Len Erickson.

Husk O'Hare orchestra goes into the Jefferson hotel, St. Louis, February 23, with daily broadcasts over KMOX, St. Louis. Band permitted to be kept at 14 Three Burke Sisters with the band for the past two years have been replaced by the Gohlke Twins and Miss Maxine Chalfant.

Don Bestor's unit play the Paradise, Bronx, this coming week (23).

Canadian Commish Under Scrutiny

Parliament Will Decide Fate—Trial Year Up April 1

Ottawa, Feb. 19.

Prime Minister R. B. Bennett told the House of Commons Friday that he had ordered a probe into the Canadian Radio Broadcasting Commission by a Parliamentary Committee to reconsider the National radio broadcasting question and to give the members of Parliament an opportunity to express their views.

Federal statute providing for the creation and operation of the Canadian Commission expires April 1, the intention being to give the tribunal a trial for one year. This was done because of objections raised against expenditures of large sums of money at a time when

Ford Show Denied CKCL by Commish When CFRB Can't Give Clearance

Gratis Guest Stars

Philadelphia, Feb. 19.

Silver Wedding gin programs over WCAU starts this week using guests stars nightly. Kenneth Harlan and Al St. John are scheduled Tuesday, Jane and Katherine Lee Wednesday and Mel Klee Thursday. All are from current bills in local theatres.

None of the performers are getting paid by the commercial. Unless the commercial sends them some gin.

STATIONS PROTEST DAVENPORT MOVE

Davenport, Ia., Feb.

Opposition to the removal of station KICK, Carter Lake, Ia., to Davenport, to take over WHO, old station in the Palmer school of chiropractic, has developed from three other stations in the territory with formal protests filed with the federal radio commission.

Stations WRJM, Racine, Wis., protects its rights for a remanded hearing on the approval by the commission for the KICK move, in the event that the Davenport station is found to interfere with the Wisconsin ether outlet.

KSO of Des Moines has filed a formal protest against the transfer and has asked for a formal hearing. Station WHBF, Rock Island, Ill., across the river from the Davenport ether outlet location, is bucking the removal on the ground that another station here would not best serve the public interest.

According to Dave Palmer, business manager of the Palmer school, objections will halt opening of the station about a month. Authority to establish the station here was granted several weeks ago by the commission after the Palmer school had purchased the equipment of station KICK of Carter Lake, owned by the Red Oak Broadcasting Co., and also allowed use of the former call station letters WOC.

Palmer's Gadget

Davenport, Ia., Feb. 19.

B. J. Palmer, radio pioneer, is readying a new gadget for use in conjunction with WOC which returns to the air soon. It is a special mike, believed to be the first, for telephone use and may be used for a long-distance transmission of addresses and the like when away from the local ballcock. Gadget sells around \$250.

'Cal. Melodies' Chopped

Los Angeles, Feb. 19.

'California Melodies,' first regular CBS program to emanate from the coast for the whole network is off KJH and replaced with a commercial.

Half hour spot, Thursday nights, is being filled by 'Imperial Jubilee,' featuring Gill and Leeming, paid for by Jevne Bread Co. and broadcast over the coast Don Lee CBS.

Toronto, Feb.

Explanation for the banning of the Ford Motor program scheduled for the Thursday night broadcast of CKCL will offer little relief to the rancor of Canadian radio listeners. Reason given is that program sponsors were unable to secure the permission of Canadian Radio Commission to broadcast over a Canadian station. CKCL officials admitted that the CRC had ruled that 'the program must not go on the air under any circumstances.'

Inquiry revealed that the trouble arose from the inability of CFRB, local Columbia outlet, to handle the Ford program because already carrying a sponsored program. CFRB is the commercial station of the Canadian Commission. CFB officials claim that, although they carry the regular Sunday night Ford program, they were unable to find a spot for the Thursday night show and requested CKCL to carry, but Harry Sedgwick, managing director of CKCL, had to first get the permission of Hector Charlesworth, chairman of the Canadian Radio Commission.

Sedgwick claims that he was unable to get any satisfaction from Canada's radio czar. He says 'Mr. Charlesworth left the telephone while I was talking to him. I held the line for 20 minutes and then called him back. I was told the chairman was too busy to talk to me.'

Answered by Wire

Local broadcast officials were unable to explain the dog in the manger attitude of the Canadian Radio Commission as outlined in a later wire to CKCL in which it was stated that broadcasting of the Ford program would not be granted. The CRC regulates the rules in drawing up daily schedules. Canadian stations shall not have more than 40 percent foreign programs. Regulations further point out 'a program of foreign origin which advertises goods made in Canada and names the address of this country where such goods are produced and distributed, shall be deemed a Canadian program.'

Whereupon Ford officials express amazement that the CRC chairman should take the attitude that the Ford Motor Program of Canada is an American station and stressed the fact tonight that the Windsor, Ontario, plant employed more than 5,000 Canadian workmen and used all Canadian-made material possible in their product.

Jockeying KPO

San Francisco, Feb. 19.

In the bag for NBC here is a switch in KGO and KPO that, it is planned, will put the latter station to the fore as a broadcaster of network shows by virtue of its 50,000 wattage. Move is now being ironed out, and possibly may be ready early in April.

Figured that KPO, now is well well localized in its appeal, will reach the San Joaquin valley, which is quite a hop for KGO's 7,500 watts.

Chain's sales and traffic departments expect a switch of some of the network's commercials, which now include all the big shows, to KPO. KGO will continue to get some of the shows, commercial and otherwise, as well as more locally produced stuff.

Although NBC recently disposed of KYA to Hearst that station continues to take some of the network sustaining features, amounting to some 25 per cent.

Idler to L. A.

San Francisco, Feb.

Fred Fidler has temporarily transferred his home office of Walter Thompson to the Los Angeles quarters from which he will handle the Shell Oil Show on the Don Lee-CBS chain.

Fidler will be gone at least six weeks and will oversee the Shell show which was recently shifted from KFRC here to KFI.

Station WFBM, Indianapolis, is sold solid commercial, from 5:30 to 10:30 p.m., including spot announcements at station breaks. Time not taken nationally by the Columbia chain has been sold locally.

RULES OF SHOWMANSHIP

CBS Horoscopes Summer Audience; 86 Cities Divulge Vacation Habits

Columbia has just completed a survey on summer audiences which estimates that the coming warm spell will show a listening loss of only 1.5% as compared to the current winter season. On the basis of answers to questionnaires collected for this study the network contends that the audience this summer numerically will be greater than the listening tally for any winter season prior to the current one.

For the summer audience survey, which will be distributed among advertisers and their agencies next week, CBS used 4,820 questionnaires which the Ross Federal Research Bureau supervised as to the filling out in 86 cities. Bureau's investigators submitted three questions: (1) Do you plan to go away for a vacation, and how long? (2) Will you take a radio set with you? and (3) Do you plan to use one when you get there?

From the answers tabulated CBS drew up a series of arithmetical deductions. As stated in the survey, 67 out of every 100 families will take a vacation some time during the summer; 46 out of every 100 radio families plan to be gone for two weeks in either July or August, and only 10 out of every 100 families equipped with radio will be average audience loss every two weeks during these two months. Also, points out the study, the investigators found that eight out of every 10 families intend taking their sets with them.

Converting the Ross findings into percentages, the network figures that 90.3% will be home during any two-week period of even July and August, and that with the 8.2% who will take their sets with them on vacation there will be 88.5% of the 18,000,000 American set owners exposed to broadcasting through the coming summer. What has helped in a large measure to assure this summer audience, says the survey, has been the widespread sale of the auto set and the midgelet edition which can be tucked away in the bag.

AGENCY HAS 7 SHOWS ON CBS EACH FRIDAY

Batten, Barton, Durstine & Osborne holds the agency record for the number of programs released over a network in a single day. On CBS' Friday daytime schedule the agency is responsible for the Oxol, Salada tea and Silver Dust stanzas, while the E.B.D.&O. representation on the evening schedule of March of Time (Remington-Rand), Happy Wonder Bakers (Continental Baking), Marvelous Melodies (Rudnick) and Ruth Etting-Johnny Green (Oldsmobile).

NBC Gets Show When CBS Has No Time

Chicago, Feb. 19. Dr. West toothpaste company practically set for red NBC web for the Frank Merriwell kid show. To start early in March at 5:15 eastern standard across the board. Negotiations with Columbia for time fell through when CBS couldn't spot the toothpaste show at 5:15 next to the present Phillips Dental Magnesia program at five. J. Walter Thompson office here was offered the 4:30 slot but agency figured that time was a bit too early for kid shows.

McGarrett in L.A.

Assignment as manager of the CBS program department's branch in Los Angeles has gone to George McGarrett, of the web's New York production staff. McGarrett's task will take in both the building of programs and the discovery of coast talent adaptable to radio.

Burt McMurtre who has been on the west coast the past three months getting the branch under way is due back in his New York niche within the next two weeks.

BOY ACTORS GET BREAKS IN N. Y.

About a dozen boy actors appear to handle the bulk of assignments on radio programs emanating from New York City. Below them is a horde of several hundred would-be juvenile thespians who find expression and experience through two Saturday shows using lots of youngsters. These are respectively 'Lady Next Door' framed by Madge Tucker for NBC, and 'Children's Theatre of the Air' piloted for Columbia by Nila Mack.

Desire to crash the radio is not confined to amateurs with ambitious mothers. Most of the lads have theatrical backgrounds and stage experience. But the professional kids also have ambitious mammas. When getting the inside track for dramatic assignments boys earn up to \$250 weekly. Average broadcast is \$25-\$35.

Recent introduction of dramatized sales spiels on a number of programs has been a break for the youngsters as the need for children in these commercial plugs is of obvious family importance. Goal of all boy actors is to become the title character in a serial built around some wonder-boy of fiction like Penrod, Skippy, Frank Merriwell. In the case of 'Red Davis' for Beechnut, however, the hero is 25 years old.

Eddie Wragge, Walter Telley, Lester Jordan, Jimmy Donnelly and Billy Hollop, all around 12 years of age, and Laddie Seamon, Arthur Scanton, Jimmy McCallion, Edwin Eaton, Julian Altman and Peter Donald, around 15, seem to be those most in demand by the advertising agencies casting boy parts.

Teaberry Gum Expands Mystery Disc Spots

Chicago, Feb. 19. Through the local Kaskas agency the Teaberry gum mystery discs are being spread through additional territory after a click on WLW in Cincinnati. Are going on three other widely separated transmitters, WJR in Detroit, WGY Schenectady, and WBT in Charlotte.

Chicago situation is being held up by a number of present contracts with local stations for sports reports. Understood that upon completion of current deals gum company will switch to the mystery show plugs.

Tom Mix Series Ends

Ralston Purina folds the Tom Mix Adventure series on NBC March 25, with the intention of resuming the show in the fall. Production connected with the horse opera is seasonal. March withdrawal date will make it a 26-week run for the Mix ghosted affair.

NBC GUIDES ADVERTISERS

Booklet Lists Objectionable Practices — Advises to Avoid Boomerang Prom., Extravagant Claims and Stereotyped Shows

SMARTEN UP

NBC has issued its first handbook on program policies — guidance of commercials and advertising agencies. Contained in the booklet is an array of do's and must-nots, both pointed and ambiguous, through which the network seeks to set up a code of ethics for the advertiser to follow in plugging his goods.

Besides telling the advertiser how to write and deliver his plug copy so that it won't offend listener taste, the booklet touches upon the subject of air showmanship and cautions against the various methods of misrepresentation common to advertising. Testimonials must reflect the genuine experience or opinion of a competent witness and in all cases, the network insists, the advertiser submit three days in advance a bond protecting NBC or a notarized release from the quoted testimonial giver.

Number of the should-nots allow lots of room for interpretation. In these instances there is no citing of examples or particularizations, which leaves the advertiser no alternative but to submit his stuff and see how far he can get away with it. What constitutes unpleasant advertising copy is not made clear. This angle is covered by a single, oddly phrased sentence which reads: 'Unpleasant or gruesome statements should be avoided as more likely to offend than to instruct or entertain.'

State Rehashing

On the subject of showmanship the booklet confines itself to the following paragraph: 'Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. In other words, the entire day's broadcasting should be planned to furnish enjoyment, entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearly periods.' Title sheet of the handbook, which follows in toto, describes it as a statement of principles and requirements governing broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcasting advertising.

PART ONE

PRINCIPLES The National Broadcasting Company can best serve the true interests of its advertisers by placing first the interests of the public. Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made on behalf of advertisers. Anything which mars their enjoyment or impairs their confidence has had its effect on all broadcast advertising.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, 'good programs.' Stations broadcasting objectionable programs have had their licenses cancelled by the Federal Radio Commission.

The responsibility for protecting the public interest rests both upon the advertisers and upon the network. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set up and enforced by the co-operative effort of the National Broadcasting Company, its advertisers and their agencies. These standards grow out of the

(Continued on page 37)

NBC Needlessly Jittery, Says Agency; Forces Issue on Fred Allen Spoof

Ponds Off Air

Pond's cold cream retires from the network lists March 6 after a run of four consecutive years on NBC. Broadcast of March 6 also winds up Maude Adams' six-week contract with the cosmetic maker. United States Tobacco (Dill's Best) will move into the vacated Friday night niche with a revised show headed by Pick and Pat.

Script which Sal Hepatica had scheduled for last Wednesday night's (14) broadcast was tossed out by NBC execs because the theme of the burlesque dealt with the pampering of penitentiary inmates. After Fred Allen had insisted that he be permitted to audition the show for network higher-ups the continuity was reinstated with slight touches of the blue pencil.

Reason given for the original order was that the web feared that the kidding given the subject by Allen would be interpreted by the LaGuardia administration as reflecting unfavorably on the latter's reaction to conditions found in the recent raid on Welfare Island. Allen contended that in preparing the script he and his co-author, Harry Tugand, had not been inspired by the W. I. penitentiary raid. Nor could he see how any of the comedy situations could be considered as likely to offend Mayor LaGuardia or his commissioner of corrections.

Richard C. Patterson, Jr., NBC's executive v.p., held the latter post under the previous New York City administration. Rejected script was handed Allen by the program department late Tuesday afternoon (13) or early morning (14). Following pressure brought by the agency on the account, Benton & Bowles, the NBC powers agreed to give the thing a personal hearing the next afternoon.

NO STATIONS TAKE NEWS SERVICE

Details of the news broadcasting agreement between the press associations and the networks were explained to a gathering in New York Monday (yesterday) of the station managers on NBC's payroll. CBS transmitted the same info to managers of Columbia operated outlets in a letter sent out last week.

Bureau which will clear the news for broadcast purposes is all set to start functioning March 1. Not a single indie operated station has to date (yesterday) subscribed to the service which will be supervised by James W. Barrett, former city editor of the New York World and American. WOR, Newark, announced the week before that it was coming in under the plan but Barrett has yet to receive this commitment on paper.

Meanwhile NBC and Columbia have furnished the suite of offices that Barrett's bureau is occupying in the French building on Fifth avenue, and assumed all operating obligations until indie stations start joining the service. Cost of the service to all outlets concerned will be pro rata of the bureau's overhead plus the wire charges for the news letters. Latter will be sent collect to each subscriber. Newspaper members or clients of the Associated Press, the International News Service and the United Press have been advised that after Feb. 2 they will be restrained from broadcasting any news collected by these services unless cleared through the radio-press bureau. Instructions in this instance affect newspapers who operate their own radio units which have a newswriting hookup with some station in the same town.

In a letter signed by Philip G. Loucks members of the National Association of Broadcasters were informed last week that the NAB as an organization has not committed itself to the radio-press pact.

Washington, Feb. 19. Attacking radio press compromise, Senator Dill, of Washington, warned newspapers that a radio news service that will give the newspapers a lot more trouble than they might expect eventually is bound to come into existence. Millions depend on the announcement of news via the radio to get the news of the world, Chairman of Senate Interstate Commerce Committee, said.

Washington colon criticized as insufficient the agreement to limit radio news broadcasts to five minutes.

KMOX Staff Additions

St. Louis, Feb. 19. J. N. Newell comes here from Sioux Falls, S. D., to join the KMOX publicity staff. Another addition is R. E. Dunville to the news staff. Eugene V. Moser, former continuity editor of KMOX, is back on the payroll in the production department.

NEW QUARTERS FOR NBC, SAN FRANCISCO

San Francisco, Feb. 19. Changes in the physical setup of NBC will be completed about April 1, when the network will drop offices and two studios at 67 Sutter and open new and additional quarters now being readied in the 111 Sutter building.

Chain already has the second and twenty-second floors, with part of the third. Replacing the 67 Sutter studios, two new but small ones will be opened on the twenty-first floor, and extra office space leased on the 10th. Studios in Hale's store remain.

Dream of an NBC building to house the western division headquarters here has always been floating around, but seems quite remote at this time.

NBC Soconyland Sketches Move to Getchell Agency

J. Stirling Getchell agency takes over the supervision of the Soconyland Sketches from Batten, Barton, Durstine & Osborne April 1. Move comes as a sequel to the acquisition by the Getchell outfit of all the Vacuum and Standard Oil of New York business about two months ago.

Change of agency pilots will find the program's NBC release extended to 13 stations with Detroit and Philadelphia the latest added to the list. Stanzas, ratings as the oldest dramatic commercial on the air, celebrates its seventh consecutive year Feb. 27. Only show topping it for longevity is the A & P Gypsies.

KMTR Staff Changes

Hollywood, Feb. 19. In an economy move KMTR, has cut its orchestra from 12 to six members and has made several changes in staff and executive positions.

C. Sharp-Minor, is out as organist and same for Lois Deering, staff pianist. Mel Williamson is through as traffic manager and announcer with David Carville replacing in the announcing spot and Benjamin Ferguson in as traffic manager. Fred Lane replaces Harry Le Roy as announcer.

RADIO SHOWMANSHIP (Merchandizing Stunts and Program Tieups)

OUTSTANDING STUNTS: FILM SOUND TRACK PROGRAM (Station KNX, Hollywood)

Hollywood. An hour show built around the radio reproduction of a sound track of a motion picture, manifests what can be done exploitationwise for a local film showing, and at the same time garners dough from a commercial account. In this case a beer concern foots the bill. While film-air programs can not be used universally because of the danger of satisfying the listening audience and thus keeping patrons from the local theatre where the picture in the vacant spots where a picture is away from the beaten path, such as 'The Lost Patrol,' it should be effective, judging from the treatment of this particular broadcast. Nature of the yarn and the suspense built around the danger from Arabs to the lost detachment in the desert, lends itself as good air fodder. Exceptionally fine background music from the film, particularly interpretative in nature, tell the story and interest in itself a satisfactory program. Narrative written by Jack Lawrence and read by John Swallow, which could be told visually and is connected smoothly with the dialog from the film. While similar programs have been put on before here in 15-min. periods this was the first time that an attempt was made to virtually tell the whole story and build a program of great length. As handled and with the ending of the story left untold, the innovation should bring customers into the theatre rather than drive them away. And provides station with a novelty program capable of attracting sponsorship.

Hygrade's Campaign. Is it possible to tie up radio and theatres and bring business to an oil and gasoline company? The triangle was found successful by the Hygrade Oil Company of Chicago. Some four months ago Hygrade Oil Company took one quarter hour period on WDRC, Hartford, with a broadcast on gossip from the show which was being used as background. Due to the tie-up with the fan listener, Hygrade turned to theatres for further assistance. Meeting the entertainment houses on a friendly break, all have benefited by the exploitation stunts pulled over that period.

When 'Fugitive Lovers' played here Hygrade worked out with one of the theatres the stunt of having two couples travel in different parts of the town disguised as the lovers. They visited every one of the 150 stations in this country and in many of the places as many as 50 to 150 men and women were waiting to see the 'Lovers.' Passes were given to the first five to recognize the couple. The appointed meeting times had been announced on the radio only. Calls for days were received by both the oil company and the theatre from hundreds who wanted to see it. It is true that Robert Montgomery and Made Evans are in town.

When another theatre played a double feature, 3,000 tickets were distributed among the stations, the company in return splurged on radio tie-ups and station displays with a result of good business for both.

Each week the Hygrade Oil Company offers a still of a star of a feature film in town, the pictures being secured from the theatres mailed by the oil company to listeners. As many as 400 to 500 requests have been received a week. Another theatre tied up with the oil company and to you collect the set of cards, which when put together spell 'HYGRADE Gas,' prizes are being awarded. The prizes are awarded each Saturday by and at the theatre, but the cards are being distributed by the stations and theatre with the condition that attendance at the theatre on at least a small number of occasions is necessary. The theatre is getting good business and new motorists are driving in for the cards.

Contract for 52 weeks for two broadcasts a week has been given by the Hygrade Oil Company to WDRC.

Logrollers. Inbreeding has reduced royalty's intelligence quotient to nearly zero and almost did the same to columnists, is now taking the peasant mentality out of other programs, close observers say. Stars are talking to each other instead of to the mob at the dials. Everybody is giving an imitation of everybody else, so that what may be the sincerest form of flattery

isn't necessarily the most entertaining. Every name attraction seems to be guilty in this new deal, and while plugging a guy who plugs you is bad enough this more recent turn of events is worse. The Logroller League at least was frank about it, one member even going so far as to say on one of his programs, 'a certain comedian—I won't mention his name on this program since he doesn't mention me on his—' But the others are assuming that parodies, burlesques and imitations can bring more laughs than original work. Income tax figures have never borne this out. Showmen say. Even sponsors are wondering where it will all end. They don't claim to know much about the show biz, they admit, but they say they have searched in vain for cracks either for to agitate Kit Marlowe in Wm. Shakespeare's scripts. Or any other of Bill's old rivals. But they're hopeful that maybe modern entertainers are privy to some sure fire formulas which were denied the old-timers. Still they're a bit fearful about that in-breeding thing—remembering that it reduced everybody from the Bourbons abroad to the Jukes family in Jersey to half wits.

Paris Style Talk. Boston. During a regular morning period bought by Elene's department store, store's dress buyer, a Miss Kelley, telephoned from Paris and her words were broadcast by WEEI. Miss Kelley described the latest French style trends and told of seeing the latest fashions in the recent Parisian riots from her hotel window. Conversation lasted eleven minutes.

Too Much Gettysburg. New York. Network advertisers should get together on holidays. After Captain Dobbin on the Del Monte Ship of Joy had devoted the entire program to the martyred president on Lincoln's Birthday the very next program over NBC was the Carnation milk show, which went into its own lengthy salute to honest Abe. Of course, Lincoln with Washington, the American flag, and the Spirit of '76 is sure to be on stage, judgment is never wasted. Carnation also recited the Gettysburg address, which had just been done through dramatic intensity by an old G.A.R. veteran for Del Monte.

Two programs with the same thought and very little ingenuity in delivery constitute a problem that the programming ought to watch. New York. During the broadcast of the Little Jack Little orchestra from the Silver Grill of the Lexington hotel Monday, Tuesday, Wednesday and Friday nights, samples of Hooters (Continental Baking Co.) are passed among the diners. Giveaways come wrapped in individual packages, allowing for hometaking or munching on the spot.

Ice Side of Blunder. Chicago. National Tea Company in Chicago ran into a terrific amount of ham sales when price was announced over the air as 12c a pound instead of 21c, the proper rate. The company took it on the chin without whimpering, finding satisfaction in the large number of responses.

Popular Cop Contest. Birmingham. A contest for the most popular cop in town was a stunt of the 'Sun Rise Hour,' over WAPI every morning, which goes on too early to think about. Contest ran a month and the winner pulled 2,848 votes out of 12,728 in all. 99 County Programs. Iowa City, Ia. WSUL University of Iowa, their outlet at Iowa City, goes on the air Wednesday (21) with a new wrinkle, that of boosting each of the 99 counties in the state. Mr. Pearl B. Broxam, program director, is reading all of the 99 special broadcasts, all clocked for 9:30 p.m. Journalism and speech departments are assisting in continuity.

id G.W. V. it Your Town? Schenectady. To celebrate Washington's Birthday VGY presents a specially written playlet by Tom Lewis written around a visit paid Schenectady by Washington in 1778. Cast consisting of Walter Porter, Douglas McMullen, Florence Stanford and Patricia Sheldon used for a studio a room in the old Glenn Home which Washington occupied. This sort of thing forms a natural tie-in with patriotic organizations and builds prestige for the station.

Reason for Series Impression in some quarters is that this series of surveys is meant to question radio as an advertising medium. Such is not the intent. As stated in launching the series, VARIETY proffers these tests for what they may be worth to radio as a commentary for possible analysis, on a national showmanship in broadcast.

EUROPEAN AIR MESS GETS WORSE

Rebel stations which refuse to conform to the Lucerne agreement on wave lengths continue to gum up the ether in Europe, and drastic action is planned to stop them.

Biggest offender is Luxembourg station, which not only refused to change to 240 meters, as arranged by the Lucerne plan, but chose on the day of European changing over to switch from 1,192 meters to 1,304 meters, which interferes seriously with Warsaw's broadcast under the new plan.

Listeners who dial in that waveband now get a combination of Polish and Luxembourg dialect out of their loudspeakers, which sounds like Esperanto but is harder to understand.

Luxembourg has had an ultimatum demanding that it be good. If it won't play, international Broadcasting Union plans to put another station on the same wave-length as Luxembourg, and drown it out so that it can't be heard outside its own country.

Already some station on the Continent is deliberately sending Morse on the same frequency during Luxembourg's pet broadcasts, just to add to the pleasure of the public.

French are playing their little part in the confusion. Eiffel Tower was supposed to shut down on the night of the changeover, but it is still going merrily on. French say they will keep it going until they get a clear waveband for Radio Paris, their other station, which they say is being jammed on the 1,796 meter band, by other Continental stations.

Revise Early A.M. Rate Cards to Conform With Code Proviso

Chicago, Feb. 19. Stations are beginning to institute new changes in their rate cards, particularly in the early morning hours. New rates generally agreed upon constitutes a reduction of the rate to about one-third of the network rates for those hours.

Move follows the strict orders of the radio industry code which prohibits stations from selling time at prices not listed on their rate cards. In the past all stations generally classified their daytime hours under one schedule. But often sponsors for hours before nine a.m. were able to secure reductions from the rate card on the contention that the hours before nine in the morning were less valuable than those that followed.

Which means that rate cards will be divided into three categories instead of the usual daytime and night time listings with a special section of rates for the three hours before nine.

PRIVATE RIBBING JUST A YAWN TO PUBLIC

Albany, Feb. 19. Jim Healey and Chester Vedder have been ordered to cut out the smartalecky and stick to their jobs over VGY. Healey's job is to broadcast news flashes for the Albany Times Union. Vedder's job is to announce him. Instead the two used their broadcast periods as springboards for some strictly private comedy between themselves. They called each other 'colonel'

Do Fans Know Sponsors? Quiz Answered in Two Dixie Towns

Charlotte, N. C., and Birmingham, Ala., are combined, this week in VARIETY's survey of radio fan familiarity with the products associated with prominent headliners. Charlotte is the site of WBT and WSOC. Birmingham has WAPI, WBRC and WKBC. Jointly they afford a fairly normal cross-section of Dixie. While only 77 replies were obtained from Charlotte and but 54 from Birmingham the two together may have some significance. However, some notable disparities are exposed as between the percentages from the 77 and the percentages from the 54. Phil Baker is at the bottom of Charlotte list, while ranking number seven on the Birmingham group. Paul Whiteman and Boake Carter are similarly high-low as between the two spots. Charlotte-Birmingham listings are the third in a series of American cities canvassed by VARIETY. Hartford and Minneapolis preceded it. It is again stressed that this is not a poll of program or headliner popularity and not a question of relative merit. It is simply an attempt to throw light on the question, 'Do Fans Know Sponsors?' VARIETY's questionnaire extremely simple. There are 25 well-

known headliners listed. To the right of each name is a blank space. Only instruction given is 'fill in the name of advertiser.' At the bottom of each printed form is another space for the person filling the questionnaire to state his or her occupation.

Questionnaires are distributed personally (not by mail), and the essence of the canvass is that the blank be filled in without consulting any references. All persons questioned are radio listeners. None are children.

Questionnaires containing fewer than three correct answers are not counted, on the theory that such persons either are not radio fans or cannot fairly be included in a survey designed to cover only the typical and average in each city.

One reply from Birmingham, a building contractor, described himself as a habitual radio listener who habitually tuned down or out during advertising and tuned in again when it was over. This reply was, of course, not tabulated. VARIETY accepts an approximate identification as correct and slightly twisted, misspelt or incomplete identifications are not disqualified. Next Week: Providence, R. I.

Program Sponsor Identification

CHARLOTTE, N. C.

Questionnaires were tabulated from the following: Housewives, 18; teachers, 3; saleswomen, 3; students, 9; clerks, 2; scientists, 2; unemployed, 6; landladies, 1; mechanics, 2; executives, 2; artist, 1; lawyer, 1; newspapermen, 9; civil service employees, 3; procer, 1.

(77 REPLIES)

Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Andy	60	17
Maxwell Show Boat	57	20
Boake Carter	52	25
Eddie Cantor	52	25
Ed Wynn	49	28
Myrt & Marge	47	30
Phil Baker	36	36
Rudy Vallee	35	40
Will Rogers	35	41
Clara, Lu & Em	28	48
Metropolitan Opera	19	52
Bing Crosby	18	54
Wayne King Orchestra	18	59
Jack Benny	14	63
Jessica Dragonette	11	64
Joe Penner	10	66
Casa Loma Orchestra	10	61
'March of Time'	10	46
Olsen & Johnson	9	65
'Rise of Goldbergs'	8	69
Paul Whiteman	6	61
Phil Baker	5	72

BIRMINGHAM, ALA.

Questionnaires were tabulated from the following: Housewives, 16; stenographers, 3; teacher, 1; nurse, 1; modiste, 1; clerks, 15; engineers, 2; photographers, 2; druggist, 1; telephone girls, 2; newspapermen, 3; unemployed, 2; electrician, 1; mechanics, 4.

(54 REPLIES)

Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Andy	40	14
Rudy Vallee	38	19
Eddie Cantor	32	22
Ed Wynn	30	24
Paul Whiteman	29	25
Maxwell Show Boat	25	29
Phil Baker	25	29
Will Rogers	23	30
Burns & Allen	20	34
'Rise of Goldbergs'	20	34
Clara, Lu & Em	19	35
Myrt & Marge	18	36
Wayne King Orchestra	18	36
Metropolitan Opera	17	37
Boake Carter	17	37
Joe Penner	17	37
Bing Crosby	17	37
'March of Time'	17	37
Harry Horlick	17	37
Edgar A. Guest	17	37
Easy Aces	17	37
Jessica Dragonette	17	37

Hershfield's B'kptcy

Harry Hershfield last week fled with the New York Federal court a voluntary petition in bankruptcy, stating liabilities of \$15,239 and no assets other than \$45,000 in life insurance. Hershfield, who has regular release over WOR, recently signed a writing contract with the New York Herald Tribune Syndicate.

New Business

NEWARK, N. J.

Fischer Baking Co., six 15-minute programs a week, Aunt Betty's Good Time Chats, WNEW.
Kosminski Clothing Co., nine 15-minute periods a week and six 100-word announcements a week, WNEW.
Dr. William Mallas (dentist), six 15-minute periods a week, WNEW.
Billy Day Clothing Store, New York, six 50-word announcements a week, six days a week, WNEW.
Krepps Department Store, Newark, time announcements every hour on the hour, WNEW.
Grapefruit Growers Assn., six 100-word announcements a week plus three 15-minute "Big Brother" shows a week through the Blow Agency, WNEW.
Bulova Watch Co., time announcements on the hour every day in the week, Through the Blow Agency, WNEW.
King's Brewery, six 15-minute periods a week, Through the Blow Agency, WNEW.
Glenby Co. (Lorraine Hairnets), two 100-word announcements a week a week for four weeks, WNEW.
Phillip Morris Cigarettes, 15-minute spiel on morphology by Mme. Olyanov Tuesdays, Through the Blow Agency, WNEW.
Broham & Straus, six broadcasts, recording, "First Ladies on the Air," starting Feb. 28, Mondays, Wednesdays and Fridays, WJOL.
E. Deane Co., 28 programs, starting Feb. 27, Tuesdays, Wednesdays, Thursdays, recordings, "Real Life Dramas," WJOL.
Pilbury Flour Mills, four weeks, starting Feb. 19, Monday to Friday, afternoons, talk, "Party Lady," WOR.
California Packing Co. (Del Monte Salmon), 13 weeks beginning Feb. 17, Wednesday and Thursday, 9-9.15 p.m., recordings, "True Stories of the Sea," WOR.
LADELAHIA
Justrite Company (Birdseed), canary and trio, three time weekly, 15-minutes, WJOL.
Penn-Jersey Auto Stores, half-hour weekly, with Agnes Anderson, Dick Wharton, Schatz's orch. (Publicity Service Corp.) WIP.
Bristol Myers Co. (Milkweed Cream), 15-minute disc renewed for 52 weeks, "Through the Looking Glass," with Charles Ingram, (Thompson, Coch), WCAU.
Gillette Safety Razor Co., 46 one minute transcriptions for Feb. (Ruthrauff and Ryan), WCAU.
Scholey Jewels (Silver Wedding Gln), five 15-minute programs weekly, for 52 weeks, (Radio Production Corp.) WCAU.
Z. Duff and Sons, Inc. (Gingerbread Mix), three weekly 5-minute discs at 9.15 a.m., Tuesday, Thursday and Saturday, three months (B. B. D. & Co.), WCAU.
Tucker Shoes, announcements for 52 weeks, WFI.
Potter Refrigerator (direct), 5-minute live program, Renewal, WFI.
Kaler's Beer, Lams McCurley Sport Chats, 6.15-6.25, weekdays, WFN.
Pomer's (dress house), sketch, "Ma Pa Merr", 5-minutes Monday, Wednesday and Friday at 10.15 a.m. (direct), WFEW.
Lane Bryant (dress house), talk, music, twice daily, once Sunday (direct), WFEW.
Franklin Museum, advertising new House of Wonders, announcements, once daily, (Stewart, Jordan), WFEW.
Horn and Hardart, announcements for 52 weeks, once daily, (Clements Agency), WFI.

BOSTON

W. E. Young, Inc., Springfield, Mass., (Absorbine Jr.) series of half-hour programs, starting Feb. 25, through Erwin Wasey, New York, WNBC, WEAN, WOR, WDR, WNAS.
Firestone Tire & Rubber Co. (New England Dealers) the Firestone Crusaders' a fifteen minute series starting Feb. 11, through Mary M. Frost, Inc., Boston, Mass., WEAN, WNBC.
Old Age Pension Association, Washington, D. C., through WOL, Wash., series of fifteen minute talks started Feb. 19, through WEAN, WDR, WNAS, WVIC, WNEH.
Menderth, Inc., Boston, series of 5 minute farm and garden talks started Feb. 19, through Chambers & Wiswell, Boston, WNBC, WEAN, WOR, WNAS, WVIC, WDR.
Fels-Naptha, series of 15-minute programs, two mornings a week, started Feb. 14, through Young & Rubicam, New York, WEEI.
Emerson Seeds, series of 15-minute morning programs, once weekly, starting Feb. 19, through Slinger & Publicover, Boston, WEEI.
Toast Master, series of daily announcements, starting Feb. 19, through Cramer-Krasselt, Milwaukee, WEEI.
Leicardous, Cleaners & Dyers, 13

15-minute programs starting Feb. 19, through Eddy, Rucker & Mickels, Cambridge, WEEI.
Zooey's Biscuit Co., 117 announcements, three times a week, starts Feb. 19, through Newell-Emmett Co., New York, WEEI.

OMAHA

Tudor Plate, fifty-two break announcements beginning March 19, daily except Sunday, Placed through A. T. Sears & Co., WOW.
General Baking Co., two break-announcements daily except Saturday and Tuesday, More details to be arranged, WOW.
Jack and Jill Coffee Shop, Hotel Hill, twenty-six announcements staggered between February 12 and March 11, Placed through Earl Allen Co., WOW.
Easy Washer Co., announcement daily except Sunday, month of February, WOW.
Robin Hood Beer, announcement daily except Sunday beginning February 8 for two weeks, Placed through Boszell & Jacobs, Inc., WOW.
Alaska Packers (Del Monte), twenty-six 15-minute transcriptions to be given twice per week, beginning March 6, Placed through Scott-Howe-Bowen Co., WOW.
Hills Brothers Coffee, five-minute transcriptions, five times per week, February 12 through March 11, Placed through Scott-Howe-Bowen Co., WOW.
Omaha Van Co., patent medicine, announcement daily except Sunday, February 15 to March 5, Placed through Boszell & Jacobs, Inc., WOW.
Whalen's, cafe, one announcement every Monday beginning January 29, Contract indefinite, WOW.
Nebraska Power Co., five-minute skits four times per week for sixteen times, Placed through Boszell & Jacobs, Inc., WOW.
Hinchey Laundry, break announcements Sunday and Tuesday, Began January 14, until forbid, Placed through Driver & Co., WOW.
Evans-Emeren Laundry, announcement every Monday for one year, WOW.
Kimball Laundry Co., eighteen announcements, beginning February 4, Placed through Earl Allen Co., WOW.
Reas Brothers, clothing store, 15-minute program, March 11-13, 30 a.m., Began February 9, ends May 4, WOW.
Tayden Brothers, department store, break announcements, February 11, WOW.
Hillcrest Memorial Park, cemetery, 15-minute program Sundays, 3-3.15 p.m., began January 14, contract indefinite, Placed through Ernest Bader & Co., WOW.
Pathfinder Magazine, daily announcement, except Sunday, February 15 to February 14, Placed through First United Broadcasters, Chicago, WOW.
Byron Reed Co., Graham Ice Cream, Goldstein Chapman Co., new campaign on Lolla Canada and her program of singing violins, Tuesdays and Fridays, WOW.
McCann-Packing Co., 28 15-minute transcriptions, Placed through R. J. Bates Co., Kansas City, KOL-KFAB.
Bayer Aspirin, 13 half-hour transcriptions, Placed through Blackett-Sample-Hummert Co., KOL-KFAB.
Super Service, thirty weeks daily for one month, through WAAW.
John Ford, Ford dealer, forty words three times daily, except Saturdays, Placed through Buchanan Thomas Agency, WAAW.
Beard Wall Paper Co., 10-minute program, twice a week, Month of February, WAAW.
Colonial Baking Company for Duplex bread, 52 weeks of daily announcements on the Exchange Club program, Placed direct, KMOX.
Benjamin Moore Company, placed direct order for Triangle Club home decorating program once weekly for 28 weeks, KMOX.
Chieftan Company, Baltimore, Md., agency, closed for business starting Aug. 22, (Van Sant, Dugdale Agency), KMOX.
Millon Oil Company for Dixiel gas, Placed direct, KMOX.
Marmola, radio disc called "Love Making, Inc.", once weekly, (Kantor Agency, Chicago), KMOX.
Bristol-Myers for Milkweed Cream, disc, once weekly, (Thompson-Koch Company), KMOX.
Virgil L. Lenkin of San Jose, California, Disc of classical music and talk, once weekly, for four weeks, KMOX.
Duffy and Bros., announcements daily on Magic Kitchen, (Gardiner Agency, St. Louis), KMOX.

CHICAGO

Walker Remedy Company, Waterloo, Ia., 30 one-minute announcements daily except Sunday between 6.30-7.00, (Weston, Barnet agency, Waterloo), WLS.
U. S. School of Music, New York City, continuation order for 11 more weeks of five-minute radio discs on Saturday between 2.55 and 3.00 p.m., (Rosen-Martin agency, New York), WLS.
Lancaster County Seed, Paradise, Pa., seven five-minute discs on Saturday morning, 9.30 a.m., (C. F. Kern agency, Phila.), WLS.
Borden Ice Cream Company, Chicago, renewed Puzzler program on Friday for 15-minutes for additional 13 weeks, WLS.
Northern Trust Company, Chicago, renewed for 13 weeks of 30-minute Northerners show at 9.30 on Friday, WMAQ.
All State Company, Chicago, has signed for 13 weeks of 30-minute programs to be known as "Musical Typinets," each Tuesday, WENR.

LOS ANGELES

United Remedies, KNX, 15-minute spots, twice a week, Crockett Mountain, hill blitzer, WKB.
Penn Gas Co., KFWB, Thursday, 9.15 to 9.30 p.m., Witch's Tale, disc serial, (Dan B. Miner), WKB.
John Deere Co., Don Lee Coast CBS, Thursday, 8.30 to 9 p.m., "Imperial Jubilee," featuring Gill & Doemling.
Associated Oil Co., to commercial the daily baseball game broadcasts over KFWB.
Hyvis Oil Co., Monday 7.30-8, "Romance of Ancient Egypt," serial with station stock talent, KFWB.

PITTSBURGH

Fred Fear Co., musical transcription three times, Placed by Scott-Howe-Bowen, Inc., WCAE.
McCoy Co., contest, once weekly for 13 weeks, Placed by Scott-Howe-Bowen, Inc., WCAE.
R. L. Watkins Co., transcription once weekly for 24 weeks, Placed by Blackett-Sample-Hummert, Inc., WCAE.
Bayer Aspirin, musical transcription once weekly for 13 weeks, Placed by Blackett-Sample-Hummert, Inc., WCAE.
Pittsburgh Chevrolet Motors, studio announcements 13 times, Placed by Blackett-Sample-Hummert, Inc., WCAE.
Fawcett Publications, studio announcements three times weekly for three weeks, Placed by Critchfield-Gardner, Inc., WCAE.
Radio Cooking Club of America, studio program four times, Placed by Cecil, Warwick and Cecil, WCAE.
Walters Center, announcements once weekly for 13 weeks, Placed by Cramer-Krasselt Co., WCAE.
Douglas-Close Co. of Pittsburgh, studio announcements once weekly for 13 weeks, Cramer-Krasselt Co., WCAE.
Cyster, transcriptions relating newspaper adventures once weekly for 13 weeks, Placed by Dillion-Kirk, WCAE.
Chrysler Corp., drama transcription once weekly for 13 weeks, Placed by J. Surling Getchell, WCAE.
Gillette Razor, talk once weekly for 46 weeks, Placed by Ruthrauff-Ryan, WCAE.
Chrysler Corp., transcription once weekly for 24 weeks, Placed by Ruthrauff-Ryan, WCAE.
Campbell-Ewald Automobile Co., transcription once weekly for 13 weeks, Placed by World Broadcasting System, WCAE.

CHARLOTTE, N. C.

Lucille Show, two five-minute programs a week for an indefinite period, WSOB.
Rosch's Groceries, 15 15-minute programs, WSOB.
Taylor's Grocery, 13 announcements, WSOB.
W. F. Driscoll Corporation, General Electric refrigerators, five announcements, WSOB.
Charlotte Salvage Company, two announcements, WSOB.
Pedic Manufacturing Company, 13 announcements, WSOB.
Pickwick Club, 13 announcements, WSOB.
Bayer Company, New York City, thirteen 30-minute evening transcriptions, Wednesdays, from February 7th through May 2nd, 1934, Placed by Radio Sales, Inc., New York City, WBT.
Lee-McRae College (Buckhead Flour), Banner Elk, N. C., fifty-two daytime and 15-minute programs and Thursdays from Feb. 26 through Aug. 16, 1934, Placed direct, WBT.
Bulova Watch Co., four announcements each evening including Sunday for one year beginning April 1, 1934, Placed by Radio Sales, Inc., New York City, WBT.
Cole Manufacturing Co., Charlotte, N. C., three 15-minute programs each week, beginning Mar. 13, 1934, advertising farm implements, Tuesdays and Saturdays, noon, Placed direct, WBT.
Crane & Crane Clothes, Inc., New York City, for Mayo's local store, 52 announcements, day and evening, from Feb. 9 through April 8, 1934, Placed direct, WBT.
Dr. Lyon's Tooth Powder, New York City, thirteen 30-minute evening programs, (Continued on page 64)

Air Line News

By Nellie Revell

An explorer on a recent commercial praised the exceptional qualities, as they say, of the sponsor's coffee, basing his remarks on alleged tests made with the product while in the tropics. A week before he went on the program, however, the same explorer told a performer on the program that the coffee couldn't be drunk in the hot lands and that it's impossible to take prepared coffee to that part of the world, but that fresh coffee must be ground constantly.

NBC's House Dick

NBC has a house dick. Owen Carney, a member of the New York police force for 30 years, 22 of them as a first grade detective, has been added to the service department as house detective and patrols the studio hall to the RCA building. Due to the fact that the studios are open to public, undesirable might come in and Carney's job is to keep everything in that Rockefeller tone.

Helen Hayes a Showman

No publicity was given to Helen Hayes' appearance on the "45 Minutes in Hollywood" show last Saturday (17). The actress was afraid the announcement would tend to make people believe she wouldn't be in her legit show; that night, thus hurting business. She broadcast from her dressing room.

Chesterfield Successor

Andre Kostalanetz and orchestra or a program featuring opera and music, succeeded Stokowski and the Philadelphia Symphony for Chesterfield. Kostalanetz auditioned for the cigarette sponsor last week and CBS also submitted the opera idea, one name being Rosa Ponselle.

That Inexhaustible Civil War

Roses and Drums, which isn't even on a coast-to-coast network, third place in the country's favorite dramatic programs and one result of the popularity is that they can't finish the Civil War. Program has been 19 weeks on 13 days in the Spring of 1864 and patrons are demanding more of the spy serial now running. James Glover, who writes the show, estimates for publicity purposes that he refers to 14 reference books, drinks four bottles of beer, eats half a pound of cheese, four boxes of crackers and one jar of stuffed olives per script.

Christians-Sidney-Boreo

ig Show' is going in heavily for guest with several per program. Next Monday (24), they will have three international guest performers, Mady Christians, Basil Sidney and Emil Boreo.

Short Shots

Pappy, Zeke, Ezra and Elton guest star for Bab-O March Tastyest auditioning for a Tuesday night spot, with Arlene Jackson starting for that sponsor Monday (26) Betty Queen, vocalist with Blubber Bergman on WOR, will do a week of personal appearances at the Park Central Hotel Vincent Lopez, who opens at the St. Regis March 1, with an NBC wire, is bringing an 18-year-old girl, Ruth Perry, as vocalist. She has had no previous experience Gabby Budd says his idea of a great radio comedian is one who can steal a joke and disguise it so that someone else will steal it George Givoli celebrated his 28th birthday Sunday (18) Jack Berger is preparing a series of Wednesday night concerts at the Astor, arrangements being made for a wire Trini Michel and his orchestra broadcast via a WMCA wire beginning this week, from the Moulin Rouge Tony Wons is writing a series of articles for the new Tower Radio Magazine, the first issue to be out March 1. Distribution will be through the Woolworth stores CBS News Editor Don Higgins became the father of a 7 1/2-pound girl Tuesday (19) Gilbert Sien, Leonard and Joe, have a quietest William Hargreaves are heading for a commercial roundup at WOR for the Emigrant Savings Bank Leo Reisman is expected to leave the hospital this week.

Gossip

Margaret West, Texas cowgirl, starts an NBC sustaining shortly James Haupt has joined a Connecticut station as musical arranger Musicians in radioland are short of accomplished accordion players, stating there are but two, Charlie Rivkin and Joe Mittiano, who can fit in an all-round capacity. Others are good only for special work, they say Arthur Boran will m.c. the new Colgate commercial at NBC Pat Padgett talking about those barracuda he caught in Miami Gene Marvey will advertise hairnets on WMCA So far the Pickens sisters, a choir and a quartet are named, although not definitely set, for the new Lucky Strike program Programs now being staged at the Columbia Radio Playhouse are George Jessel, the Ford shows, American Oil, Marvellous Melodies, Bond Bread and Big Show broadcasts The Ray Heatherton opened at the Ritz—he came down with laryngitis Hearst, who is now using two spots a week on WOR, will take a third soon They're going to remodel the B. A. Rolfe-Ripley-Men About Town show, with Carlos De Angelo doing the job. Billy Repaid leaves the show When his present radio contract runs out Howard Marsh will make a number of musical shorts featuring tunes from old shows in which he has appeared Chick Webb has displaced Don Redmond at the Casino de Paris, also taking over Redmond's wire Zora Lehman has placed herself under the management of Rockwell-O'Keefe.

Scrambled Notes

Uncle Bob Sherwood is due for an NBC commercial in April Phil Napoleon, comedian, injured in an auto crash Helen Nugent starts a new CBS commercial shortly Palmolive program starts March 26 on NBC Irving Rubine is the father of a nine-pound boy Bill Wolin of KFI, San Francisco, is in New York Patsy Flick, James Barton, Robert Hope and Jane Lee (Jane and Katherine Lee) auditioned last Tuesday, NBC Edward Kauber, CBS vice-president, back from Mediterranean cruise Lola Lane, film actress, and sister of Rosemary and Priscilla arrives in New York in a few weeks for a scheduled audition for a major sponsor Junia Face Cream, needing a girl for a half minute commercial spiel, only auditioned about 14 girls for the job Runkel's is renewing "Maverick Jim's" for one night a week instead two on WOR.

Stand By

Douglas D. Connah, of the CBS press department, ill be married at noon Wednesday (21) at Grace church, New York, to Edith Whitlock, of Charlotte, N. C. Bride is a Junior League. Louis Dean, ex-CBS announcer now with Campbell-Ewald, is coming east from Detroit to be best man for the groom, his roommate for three years in New York Paul Ross, CBS Artists' Bureau chief, was out last week on account of illness Al Shean auditioned for NBC with Nat Carson as his partner California Packing Co. will use WOR as its local outlet for the Del Monte Salmon program, every Wednesday and Friday night None of the dailies carried the story of the fistic encounter in the CBS building between two radio bigshots last week There is a singing a wire to the Gotham for Henry Bush and his band Don Hall Trio have embarked on a series of vaudeville dates Don Bestor uses no signature song on the Nestle program American Protestant Defense League is looking over terms for a 13-week WOR contract for a Sunday afternoon spot Billy Halop, 12-year-old actor, who is "Bobby Benson" on CBS, has his own press agent now who hopes to "build him as the 'Boy Barry' more" No musician in Jack Denny's orchestra has been with him less than six years.

CARLOS GARDEL
With Hugo Mariani
Spanish Songs
30 Mins.
Sustaining
WJZ, New York

Carlos Gardel was brought to America from Spain by NBC. If not the first he is assuredly one of the few entertainers ever to cross an international boundary under consignment to a foreign radio organization.

Gardel is a baritone. His voice has melody and feeling and the sample of his microphone work was easy to take. Apparently Gardel no speaks do English because throughout, the language of his ballads and serenades is Castilian.

With Hugo Mariani's orchestra the program filled an interlude between commercials and filled it entrancingly with latin dreaminess and romantic melody.

Gardel has possibilities, but it is not certain that he is being exploited with any great demonstration of showmanship. As he faded out it was announced he would next be heard at 10:30 p. m. four days later.

SYDNEY MANN
THE GIRL WITH THE VIOLIN VOICE
LOEW'S ORPHEUM
Thi Week, Feb. 20

HOTEL PIERRE
JACK DENNY
AND HIS ORCHESTRA
WEAF
Wed., 11:30 P.M.
Thurs., 11:30 P.M.
Sat., 12 Midnight
American Oil Co.
WABC
Sun., 7 P.M.
Richard Rodnet
WABC
Fri., 9:30 P.M.

IRENE CASTLE'S OWN STORY
Now Being
20 Pci
On Transcription
Dramatized for Radi
Produced by
BOB WHITE PRODUCTIONS
833 No. Michigan Ave., Chicago

SID GARY
Radio's Versatile Baritone
CUNARD HOUR
10-10:30 P.M. Every Tuesday
WJZ
Direction
FRANK PRESBREY AGENCY

THE GREEK AMBASSADOR OF GOOD WILL
GEORGE GIVOT
On tour with condensed ion "New Yorkers"
Sole Dirce
HERMAN BERNIE
1619 Broadway, New York

PAT KENNEDY
(The Unmasked Tenor)
Parla Medicine Co.
WGN, Chicago, Daily
1:30-1:45 P.M. CST

TALLULAH BANKHEAD
Dramatic Excerpts
10 Mins.
COMMERCIAL
WEAF, New York

Tallahullah Bankhead, a personality and personage in the theatre and upon the screen, brings a name, and little else, to radio. Her appearance on the radio, however, was a manner not susceptible to radio use. It's hard, unfeminine, and lacking in nuance.

Indeed, the sketch was poorly staged throughout, so the star was at a double disadvantage. A trifle about lovers who decide to break it off with each other, the news at the same time, the vehicle was a lot of gab and quite unfunny. Tempo was dilatory and the characterizations confused and simpering.

BOAKE CARTER
Sports Talk
15 Mins.
COMMERCIAL
WOR, Newark

New series for the CBS news commentator of sports' flashes and facts, Boake Carter, is always east and south and is sponsored by Schenley for Silver Wedding Gin.

From the editorial view Carter, nightly standby for Philco on CBS, judges the coming Carrera-Loughran tussle, and picks "Da Preem" to win easily. Also takes a rap at the Madison Sq. Garden crowd for trying to supplant the big fellow with Loughran's gate draw.

He then eses into the wrestling situation, with Gen. John J. Feltin, of the N. Y. State Athletic Commission, drawing the next fight. He finally questions whether any part of wrestling is on the level. Last few minutes deal with an old football story which lacks punch for a close. (If the rest of the series (five a week) maintain the policy of this first program, Carter should get the same response his news spots brought him. Handling the razz on the air to the big moulie is always good for publicity, and this kind of stuff will make the listener forget about the aircast being a transcription. Up-to-date stuff well mixed with the tales of past sports glories and late recordings give Carter the advantage of last minute happenings. Only objection might be Carter's British accent, which sometimes makes him difficult to understand.

Commercial copy, handled by Alan Scott, WCAU, an announcer (not named), is short. Type of show, of course, limits audience to men mostly but may catch the non-sports lovers too, because of Carter's rep.

ANNETTE McCULLOUGH AND FOREST WILLIS
Songs and Piano Musi
15 Mins.
COMMERCIAL
WGTV, Schenectady

Miss McCullough, who did a local Kate Smith with "Hello Everybody" songster was at the height of her popularity, and who has broadcast over the NBC network from WEAF and from WGTV, is now teaming with Forest Willis on the early-morning commercial he long has done for a Capital District chain-furniture company. She is called "The Furniture Lady" and he "The Furniture Man."

Miss McCullough warbles pop numbers in that even-pitch tone and that smooth style familiar to and liked by many listeners. Now a veteran radioite, her technique naturally is good.

Willis, a member of the crooner school, handles a light voice skillfully. He is also capable piano accompanist and pop soloist. Some of the selections offered are from his pen. Willis also handles the number announcements. Program is weighted down with advertising, which includes a list of prices and bargains for dialers only. Joco.

DON QUIXOTE
Drama and Music
15 Mins.
COMMERCIAL
WJZ, New York

Don Quixote is the third of a series of classic adventure yarns dramatized for the radio by Jeddo-Highland and other. Others were "Three Musketeers" and "Robin Hood." Each yarn apparently takes several weeks to unfold and is then succeeded by another.

Programs of this type represent a higher degree of merit and radio showmanship than, unfortunately, they get credited with. Lacking name personalities and entirely dependent upon production and story values, programs don't cause much talk. Yet it's a fair statement that if the dramatic average of the air was as good always there would be less grumbling about dullness.

"Quixote" as here rendered is a simple, straightforward rewrite on Cervantes' classic, but it is good. Much of the delicious lunacy of the fabulous knight and his incredible squire, Musio, a little realistic, clever, and good. Admirably. A happy combination of romance and nonsense is achieved. Jeddo-Highland sells cool intelligently.

UNDERWOOD-ELLIOTT-FISHER
"Voice of America"
With Will Irwin, Alexander Gray, Mary Eastman
Variety
15 Mins.
COMMERCIAL
WABC, New York

This is a review on the previous show of the office equipment maker. William Lloyd Phelps is out and guest stars are in. Alex Gray sticks for bartoning and Mary Eastman is the lady warbler. There is a choral background.

Half-hitting, half-missing, the Underwood show could be cited in evidence either way. In some respects there is a laudable attempt to be showmanly. At other moments it should seem to be accomplishing much. In the absence of more specific indictments it may seem almost unfair to be lukewarm. But its that kind of a radio production.

Will Irwin brought a full, rich reverberating cough to the microphone. He talked about Lincoln with throat echoes, and commented upon the aimlessness of the American public as his voice thinned and swelled alternately, giving the listener a vivid mental picture of an unhappy speaker, probably "purple" from trying to hold in a cough that insisted upon expression. Obviously Irwin belonged in bed, not before a microphone. And the program was affected that way.

Gray's singing is an example of the right kind of voice. He's there. Agreeable too, is Miss Eastman. Dramatized heroism forms a serious injection in the proceeds. A messenger boy, dressed in a uniform, seven children from death by games in one of these.

Underwood's is the sort of program that can hold the average listener. If the dial happens to be set that way but will probably not draw much audience against competition.

JIMMY AND JANE
With Myrtle Glass and Jimmy Conlon
15 Mins.
COMMERCIAL
KFWB, Hollywood

Myrtle Glass and Jimmy Conlon, former vaude team, have ingeniously tied a stage song and patter act to a radio show. The program on this station for three 15-minute periods a week.

Pair are ostensibly employed at a department store, with Miss Glass working at the cash counter, thus allowing her an opportunity to sing a couple of numbers on each bill, with Conlon at the piano.

Music end of the program is snappy and effective. Script show element has to do with the stealing of \$400 from the store boss, with Conlon suspected. Dialog twist is played for laughs. Commercial twist has the commercial, a clothing concern, offering prizes for the best solution as to the thief.

Program has a supper hour spot and at this time of the evening stacks up well with other local stuff.

THREE SPINNERS
Al Gary, Bill Elliott and Bo Buford
Harmony
15 Mins.
COMMERCIAL
WBT, Charlotte

Coming and going on "The Old Spinning Wheel" as a theme, the Spinners are presenting close, syrupy harmony for Threads, Inc., of Gastonia, N. C., manufacturers of Mothers Thread.

Bo Buford (Mrs. Bill Elliott) leads and plays the piano accompaniment. Bill is tenor and Al baritone. They make a nice combination and replace "Threads of Thought" program that Mothers Thread was using, with a philosophy and musical background. This program is in answer to requests for something livelier.

Threads, Inc., is using radio exclusively for pushing its products and will plug "The Three Spinners" hard with 15-minute program at 6:45 p.m. on Monday, Tuesday, Wednesday and Thursday. The same at 8 p.m. on Friday, and 9 p.m. on Sunday.

'GERMAN PARTY'
Al German Program
Sustaining
15 Mins.
WOWO, Fort Wayne

Station's first concentrated effort to reach large German population in city and territory. Also built with an eye for a beer contract, and it is understood several breweries are watching. Opening announcement in English followed by German translation. A member of the particular performing unit generally assists with this end. Two German recordings are used as background with spot entertainment next in line. This time it was the Edelweiss band which was not the usual brass set-up but harmonious stringing.

Program has lots of possibilities and only needs more authentic atmosphere with a touch of true Teutonic humor to land. Comes on Monday nights at 9:30.

GONOCO TOURIST ADVENTURES
Irvin Talbot
Talk, Songs,
20 Mins.
COMMERCIAL
WJZ, New York

Continental Oil has obviously set out to interest a particular segment of the listening electorate, and it does the job exceptionally well. Program is directed to the fellow accustomed to stowing his family, much of his household goods and himself into a car and calling it a vacation by rambling through the more scenically edifying sections of the country. And the medium that the petrol refiner has elected to garner this attention is a logical one, the dramatized travelogue.

With the aid of a narrator, billed as the Old Traveler, each installment retails the adventures of a typical family on one of these jaunts. Last Wednesday night's (14) fable took this family down the Durango country of Colorado. Dialog bits sounded natural and were only resorted to as a relief to the descriptive narrative. Later phase of the script revealed a finer touch for converting scenic color into words, with the resonant pipes of the player in the narrator role helping heaps in the picture painting. By cutting down on this lad's forced chuckles the commercial would eliminate the only thing that mars the proceedings.

Responsible for the musical interludes is Irvin Talbot, whose keen flair for synchronization makes listening to this season doubly easy. Wednesday night's stanza messenger boy, dressed in a uniform, seven children from death by games in one of these.

As cued into the story it was farfetched stuff, but that didn't take anything away from its appeal to the ear. This same installment Tom Garg was brought in to tell about the series of ads he has drawn for Continental Oil and how they have been gathered into a book to be taken away for the asking. The drawings, he said, had been left uncolored so that the kids, and even the adults, could fill them in. Odds giveaway had the program offered were road maps.

Carveth Wells was the reformer-distributor's air attraction the previous two seasons. Present prospect is a new show of 25 stations and Tracy-Locke-Dawson, Inc. is the agency.

SINGING NEWSBOY
Davie Bigelow
15 Mins.
COMMERCIAL
WMAA, New York

Davie Bigelow is the third in a parade of youngsters that the Grossman Co. has recruited this season to help it sell shoes over WMAA. Baby Rose Marie was the first candidate and after 13 weeks of it Marilyn Mack took her place. Least talented of the threesome is the present incumbent. To the sensitive ear ears to any name in tenor to take. Perhaps with a little more experience and direction the crudity will wear off.

Aloud on the Wednesday night stanza the station has built something of a production. Continuity starts off with a narrative as to how 14-year-old Davie Bigelow came to be discovered. A heavy-handed dialog bit attributes the discovery to Gus Edwards. The impresario heard the lad shouting "extra!" and attracted to the timbre of his voice, asked whether he could sing and wound up the exchange with an invitation to come calling on "The Albee (Brooklyn), where Edwards at the time was playing. Program attempts cueing the song numbers by the headline improvising method. The improvising is not smart. Master Bigelow made certain to dedicate one of his numbers to Grossman's shoes. Ditty he picked for the air was "You're Such a Comfort to Me." He's continuing the program's theme song, "Baby Shoes," through which lyric the commercial gets at least six mentions.

Sam HERMAN and Frank BANTA
Xylophone and Piano
Sustaining
15 Mins.
WGTV, Schenectady

Herman manipulates the hammers and Banta strokes the ivories on this 15-minute, three-weekly, early-morning program over WEAF and the NBC red network. When first on the air wave about six weeks ago, Herman's xylophone selections bulked largest, but more recently Banta's contribution to the program has been the more prominent.

Herman swings the padded hammers skillfully. He extracts a good tone from his instrument, and produces a rhythmic brand of music. He does not do the forte stuff, which clicks on the stage or in an orchestra pit but which is rather hard on listeners' ears when a xylophone is pushed up in front of the mike. He does the softer stuff, new and old. Banta is a capable accompanist and pop soloist.

Announcer of this program speaks in a too-staid tone, particularly during the sign-off. He says Herman as "the wizard of the xylophone" and Banta as "the magician of the keyboard."

Leo ZOLLO
AND HIS MUSIC
Monday-5:30 P.M., NBC
Saturday-5:15-5:30 P.M., NBC
Playing Nightly
BENJAMIN FRANKLIN HOTEL
Philadelphia
Management
NBC Artists' Bureau, New York
Personal Rep.-LEW CRUDD

LARRY TATE
VOCAL
15 Mins.
Sustaining
WCAU, Philadelphia

Station vocalist easily rates network he gets each Tuesday at 11:45 a.m., Paul Mason's band, house crew, furnishes cor accompaniment.

Tate, a former announcer of a Wilmington studio, announces the program besides doing the baritone. he has built a female audience in a few months through sticking mainly to the love ballad, which he croons with more of a big time touch than is usually found among local warblers. Program bills him as "singer of romantic songs, to which title he strictly adheres. One of the best sustaining-song jobs coming out of the Philly territory to date.

Palmer House, Chicago, has about decided against putting the Empire Room floor show on NBC for its pre-World's Fair plug.

Isham Jones Orchestra
COMMODORE HOTEL, N. Y.
The big show sponsored by EX L&L every Monday, 9:30-10 P.M., Sustaining-Tuesday, Thursday and Friday, 11:30-12 P.M.; Saturday, 11:15-12 P.M. coast to coast. WABC

FRED ALLEN'S
SAL HEPATICA REVUE
with
PORTLAND HOFFA
JEWELL BRADSHAW
MARTY MCCOY
SCRAFFY LAMBERT
SONGBRITHES
FERDE GROFF'S MUSIC
Material by Fred Allen and Harry Mend
WEAF
Wednesdays, 9:30 P.M., E.S.T.
Management Walter Batchelor

RUBY NORTON
JACK CURTIS
CURTIS and ALLEN
Palace Theatre Bldg, New York

ANSON WEEKS
AND HIS BAND
AND ENTERTAINERS
HEADLINI
SECOND WEEK
LOEW'S STATE
LOS ANGELES

LEO ZOLLO
AND HIS MUSIC
Monday-5:30 P.M., NBC
Saturday-5:15-5:30 P.M., NBC
Playing Nightly
BENJAMIN FRANKLIN HOTEL
Philadelphia
Management
NBC Artists' Bureau, New York
Personal Rep.-LEW CRUDD

RADIO CHATTER

New York

Ernest Cutting has a 'Stars of Tomorrow' idea he's trying to sell the NBC program department.

John Carlini is on the Capitol bill with Clark Gable which opens this Friday (23).

M. H. Aylesworth wanted to know why his sales department didn't get that study on 'Memory for Advertising Copy' as presented Visually Vs. Vocally, made by Frank M. Stanton of Ohio State U.

Talent still battling their way to work in the NBC studios through ushers who demand passes or else sour tickets.

Palmolive show on NBC is tentatively set to start March 23. It's tabloid opera.

Landi Trio and White Greeting be the Bab-O show (NBC) March 15.

Jack Denny may do an additional period for Houdini. If and when it will be solo and on NBC.

George Jessel's contributions will be piped by CBS from the Capitol.

Pitch has given Wendell Hall another 13 weeks.

Lee Sims and Homan Bailey have gone under the Ed Scheuing management.

Nick Kenny, radio Ed. on the New York Mirror, has widened out his periphery of make appearances to include WJLB and is charged to do one here under the caption, 'Editorial Echoes.' Other stations where Kenney makes himself regularly heard are WMCA, WBNB, WJZ, WEAU.

Chicago

Dan and Sylvia, who were formerly on an NBC local show, are sustaining at KDKA in Pittsburgh.

Natalie Moorehead guests on the Clinehouse show this week.

Jan Garber excited about the Catalina Island argument and shooting for conferences with P. K. Wrigley about the setup.

Jewish Courier has a radio section with Beatrice Greenberg, handling the job.

Jim Cook has sworn off amateur theatricals.

Harry Sosnik orchestra waxed four sides last week for Victor.

Norwegian and Patricia Ann Munnars set on the new All-State Musical Tin Types' show written by Margaret McKay on WENR.

Northern Network under direction of Karl Schulte get new lease for Northern Trust company show.

Bobbe Arnst will guest star on the first coast-to-coast hookup for the D.D.D. show.

Mobile Moaners return to NBC sustaining after having been given the pink slip when NBC acquired the Four Knaves act.

Borden show continuing for another 13 weeks with Frank Reynolds and Joan Kay.

Philadelphia

Leon and I. D. Levy, WCAU heads, returned from Florida. Leon met his brother after a previous jaunt to the west coast for a look-see at the Don Lee network.

Carlotta Dale, blues singer of the House Warming show, temporarily out with an ankle sprain.

Ronnie and Van, former WOR and Park Central (NY) Hotel comedy song duo, begin a four-a-week sustaining series on WCAU this week.

Mattie Curran, doing a warbling sustainer via WIP. Studio friends in on frequent gifts of champagne.

Jan Savitt, first siddler of the Phila. Orch., begins a Friday nite hot-violin show this week on WCAU. Station plans to build him after recent success as conductor of the Auto Show band.

WDAS may soon have new transmitter purchased from WPEN. Poor past program reception.

Sylvia Jordan back in town after commercial series on WOV in NY. NBC audition being planned for the Warwick Theatre.

One of the girls is sister to Jules Lande, NBC violin virtuoso.

Sascha Kriloff, former WCAU funny man, now scripting for Eddie Cantor star. Kid working from Philly while going to school.

Sam Larkin, the orb leader, after Dave Raskin for NY job as band arranger.

Former Isham Jones sax star, Bob Lightner, cousin of Winnie, the flinker actress, and his wife, Ruth, have split. Bait half has connected with NBC as continuity writer.

Ronnie and Van, WOR comedy-song duo, on a four-a-week sustainer via WIP. Studio friends at local nite spot in between.

Savitt String Quartet (CBS) out for a week, with the cellist nursing an infected finger.

Bob Lightner, former Isham Jones

sax star, and the wife, Ruthie, amiably parted. Better half connected with NBC in New York.

Alan Scott handling the announcing job for those Roake Carter sports discs, sponsored by Silver

Wearing Glin, and spotted through the east.

Helen Grey, local promotion gal in Philly, new head of publicity at WIP.

Fred Coll, press agent for WPEN, now a daddy.

WPEN newly erected Radio Center which contains restaurant, now adds a liquor bar for the convenience of mike stars. No missed broadcasts yet.

Boston

WEEL, Boston, getting congratulatory letters from stars who express pleasure at the station's decision to bar liquor ads. Majority of letters are from mothers.

Representatives of the Harvard Debating Council of Harvard University and the Edward W. Quinn Debating Society of Cambridge Council Knights of Columbus met in the Yankee Network studios for a debate on the subject: Resolved, that radio broadcasting in the United States should remain in private ownership and not be further subjected to government control.

Bob Freeman, formerly of WPRO, Pawtucket, R. I., has joined WEEL's announcing staff. After landing the job, and while returning to Pawtucket to check out, his car was struck by that of a physician. Bob was thrown into the road, and the doctor who hit him took six stitches in his forehead.

While Amos 'n' Andy were in Boston, they were interviewed over the air by George MacKinnon, columnist of the Daily Record. He did such a swell job that the manager of the theatre in Providence where they were to play next, wired him and asked MacKinnon to come down there and do the interview over a Providence station. When he returned from Providence he received a wire from the manager of a theatre in Rochester, N. Y., where Amos 'n' Andy were booked, to come and repeat his air interview. But MacKinnon figured he didn't have many readers in Rochester so he let it pass.

Helen Barr, WEEL soprano, returning from a Central American cruise immediately landed three commercial programs. Now Lloyd Del Castillo, staff organizer who accompanied her on some of her cruises, is heading home, hoping to similar good luck on his return.

East

Advertising on all Vermont stations is now at a low ebb.

Charles Crane, new announcer for the National Life Insurance program over WCAU, Waterbury, Vt., Burlington (Vt.) Daily News is now running page one ads giving the number of daily requests received by its station, WCAU.

'Jake Deal', sports announcer for WDEV, Waterbury, Vt., is back on the air after a layoff since October.

WCAU, Burlington, Vt., now hasn't a single account on the New York shores of Lake Champlain.

There is liquor in the air, but there will be no benefit to radio stations, as the bill forbids advertising through any medium.

Jimmy Melton, famed Musical Research recital series in Bridgeport, Frederick Harold Dart, home-town pianist, accompanied.

Dot Taylor, soprano, and Martiners trio, linked in 'Melody Cruise' now spotted Sunday p.m.'s on WICC, Bridgeport.

David Tomlinson, relative of Edward, today (19) launching new travel series 'Romance of Foods' on WICC, Bridgeport.

New London's Leo Reagan Wednesday-niting on WICC, Bridgeport, with 'Sea Chateaux'; he's a bona fide oceanist.

It's a month off for Lella Joel-Hulse, WICC, Bridgeport, contralto, WICC, Bridgeport, introducing Betty Quintan, Fort Chester songstress.

Managers of professional lacrosse team in Pittsburgh have transferred broadcasting privileges from KQV to W.W.W., with Walt Sickles announcing.

Nancy Kelly, 12-year-old star of Wizard of Oz series, guest of WCAE, Pittsburgh, this week.

McKTR is now remodeling Mel Ruck's orchestra from the Los Angeles Biltmore, daily between 1 and 1:30 and between 4:30 and 5.

Paul Kelly, managing editor of the Oregonian, offers a regular weekly program of 'Views of the News' for three years Kelly gave his interpretations of daily news stories over KGW, and has just recently been shifted to KEX, Portland.

When Ted Floritz moves from Hotel St. Francis, San Francisco, to the Commodore Hotel in Los Angeles on March 4, the Old Gold

Chicago Ad Agencies

Radio Execs (Associated with the Show or Performance End of Radio).

Aubrey, Moore & Wallace, Inc. 10 North Michigan Ave. J. H. North.

F. G. Ibbett. N. W. Ayer 164 W. Jackson Blvd. Nason, McGuire.

Batten, Barton, Durstine & Osborn 221 N. La Salle St. George May.

Jackett-Sample-Hummert 221 N. La Salle St. Edward Aleshire.

N. H. Peterson. Critchfield 8 S. Michigan Ave. Frank Steele.

Doremus & Company 209 S. La Salle St. H. Ray Henderson.

Erwin, Wasey & Co. 230 N. Michigan Ave. William Weddell.

Fredericks & Mitchell Straus Bldg. Carl Fredericks.

Charles Daniel Frey 333 N. Michigan Ave. Larry Triggs.

Gundlach Advertising Co. 400 N. Michigan Ave. Irving Rosenbloom.

Henel Hurst & McDonald 520 N. Michigan Ave. A. L. Decker.

Kirkland-Engel 940 N. Michigan Ave. Kenneth Ring.

Lurd & Thomas 910 N. Michigan Ave. Lewis Goodkind.

Matteson, Fogarty, Jordan 307 N. Michigan Ave. H. L. Weller.

McCann-Erickson 910 S. Michigan Ave. Raymond Atwood.

Hays McFarland 333 N. Michigan Ave. Nate Caldwell.

McJunkin 228 N. La Salle St. Gordon Post.

Reche, Williams & Cunningham, Inc. Straus Bldg. William Roche.

Ruthrauff & Ryan 360 N. Michigan Ave. Frank Steele.

Stack-Goble 8 S. Michigan Ave. Ralph Goble.

J. Walter Thompson 410 N. Michigan Ave. Thomas Luckenbill.

U. S. Advertising 612 N. Michigan Ave. George Einsinger.

Pittsburgh, visiting Radio City this week as guest of NBC.

Richard Crooks for WWSW, Pittsburgh, interviewed during tenor's solo engagement with Pittsburgh Symphony orchestra.

J. Arthur Dupont of Ottawa, Ont., director of broadcasting for the Canadian Radio Commission, has completed a survey of broadcasting conditions in the eastern provinces. He was accompanied on the tour by J. Frank Willis, of Halifax, N. S., who has been appointed program director for the commission in the Atlantic provinces. While at Moncton, N. B., Dupont announced that a studio formerly used by CNRA, now dismantled, would be sent to the commission, and that two half-hour programs would be broadcast from this studio each month, by the commission, the dates being the 14th and 28th.

West

Gene Austin and Candy and Coco hit the air for the first time on the coast recently over KFI.

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Inside Stuff--Radio

ven with the acquisition of the Hudson, Times Square legit house, as an accommodation for clients who want headline audiences, CBS still has to originate some of its shows from Carnegie Hall. Programs staged in the latter spot are Bourjols' 'Evening in Paris' and the Union Central Life Insurance Co.'s 'Roses and Drums.' Both are on the web's Sunday schedule and conflict in time with other audience attended shows. Because each stanza has its own invites no other session can immediately precede or follow it in the same hall.

CBS' sales promotion department is stalling at what it describes as an NBC practice of quoting from Columbia research studies without giving the source credit. At a most recent case in point the CBS surveymen point to NBC's automobile industrial reports for 1933. Later refers to a 'Vertical Study of Radio Ownership, 1930-33,' credit CBS as the publisher of the radio set survey.

KMTR, Hollywood, has instituted a rule whereby none of its staff technicians will be allowed to work on remote control broadcasts from outside the studio. Heretofore the technicians have been contributed as part of the station's service, but under the new scheme remoters will be compelled to engage outside men.

Egomania of a radio singer is exemplified by his action at a dinner party when he sang one number and observed to his host, 'well that more than pays you for the dinner, doesn't it darling?', turning to his then bride, now suing him matrimonially. She yessed, stating that her other somewhat-husband gets \$500 per single appearance. Incidentally this radio singer is said to be through on the air with the major chains because of his personal conduct.

Sunday, Feb. 25, marks the completion of ten years' work in the local radio field for Arthur P. Edes, WEEL Boston program director. Radio was living in the ear-phone era when Edes first felt a dubious urge to expose his knowledge of music to the official then operating the Westinghouse station in Springfield. The first realization that he had fulfilled the requirements was in the form of an official summons to the opening of the Hotel Brunswick studios of WEZ in Boston. The same evening, Feb. 25, 1924, he was handed and read over the air the station's dedication salute.

Refusing to appear on a stage while in Los Angeles, Earl Carroll was interviewed from the wings of the Paramount theatre, there for the weekly stage-air show, commercialized by Borden's milk.

He was interviewed by Max Shane. Usually these weekly interviews are from the stage but to put over the act effectively the audience was led to believe the question and answer staff was remoted from the studio.

transcontinental will shift from KFRC to KHL. Dick Powell's future on the program is unsettled, as the Warner player has only a three-week contract with options to m.c. and sing on the eagle show. Morning Oregonian has designated Edward Fetry exclusive representative of EKW and KEX in Portland.

'In Laws', which has been a feature domestic serial for two years on KFAC, Los Angeles, switches to KNX.

Mid-West

Percy Robbins, WOWO's first station organist, has returned to station after extended absence and is now in artists' bureau. Succeeds Gerald Newton who goes into new Ft. Wayne radio-playhouse here.

Lyric theatre, Indianapolis, has started a series of weekly broadcasts over WFBM. Has 15-minute program on Thursday night, and two on Saturday. Late evening time is commercial with transcriptions used for talent. Headline act and part of the pit orchestra broadcasts early Saturday evening. Programs are bolstered with daily afternoon and evening spot announcements.

New assistant operator at KFAB-KOIL switchboard is Orville Welmer.

New salesmen at WAAM, Omaha, are Bernstein, McCaffrey, Livingston (from KMBO), Merle Owens and Lyle Gordon.

KFAB in lining up for broadcast of Olsen and Johnson Swift Revue from the local studio.

Olsen and Johnson's Swift program originated in the Omaha branch studio of KFAB, Friday night (18). 'Take a Chance' unit in the Brandeis there had the pair out too far to get back into Chi, so direct wire was made to WFBM, KFAB, Lincoln, and KOIL, Omaha, made Free & Sieflinger national ad representatives.

Severe cold put John L. Clark, general mgr. of WLV and WSAI, Cincy, between the sheets last week.

Homer Bernhardt, tenor, is back on sustainers at WCKY, Covington, Ky.

Wanda Edwards, 17-year-old blues singer of Covington, Ky., made a smash debut on WCKY in the 'Circus in Town' series of weekly night spots. Lowell Baxter does her planning.

A new Monday night sustainer at WCKY, Covington, Ky., opposite Cincy is 'Circus in Town' Series loses drama and romance within a white-top outfit. Continuity by Walter Lohr, who formerly was on dramatic staff of WLV and trouped with Robert Mantell and Genevieve

Hamper. Lohr plays parts along with Owner Phillips, who acted for Stuart Walker in stock and did some of the Charles Spencer of Ziegfeld productions; Zenobia Hackett, in legit prior to entering radio, and Richard Chan, late of Chicago Civic Opera Company. Grand facts by Don Winger, WCKY engineer. Program is magnetizing lotsa puffs.

Last half of Maxwell House Showboat hour blasts on Thursday nights are now aired by Crosley's 50,000-watt, WLW, Cincinnati, in addition to continuation of complete program being carried by Crosley's smaller WSAI on the NBC red web. New hookup started last week and caused release of the Cotton Queen Minstrels, featuring Hink and Dink, comedy, one of WLW's oldest free-and-easy series.

When the Minneapolis Symphony orchestra starts weekly half-hour broadcasts for Griesby-Grunow on March 1, the orchestra will constitute the largest unit ever to work on a commercial program.

Eddie Dundaster and Tom Baker, organist and singer in Minneapolis theatres, have been spotted into the Jefferson hotel, St. Louis, with the former's 12-piece band. Dundaster plays the organ daily at 4:30 a.m.

'Tina and Tim', Scandinavian and Irish comedy skits, long popular over WCCO, Columbia chain station, Minneapolis, have been booked for personal appearances over the Public Northwest circuit. It's a local program with Peg Beckmark, the author, playing Tina.

State Publicity Bureau, Minneapolis, is dickering for the Pure Oil show which includes Jack Malecick's 15-piece band and a number of other artists and which is broadcast over WCCO, Columbia chain station, Minneapolis, three times weekly.

South

Bob Duren, basso announcer, has left KTAT and succeeds Harold Kimmell as KOMA announcer in Oklahoma City.

Vanderbilt Gymnasies, a new musical program, was heard for the first time over KVOO, Tulsa, Tuesday, February 5, when they began an engagement over the station for Vanderbilt's 'Circus in Town' Series.

Ed Grizard tenors over WLAC, Nashville, and announces several programs.

WLS Sports Review is prepared by Lewis Little of the Nashville Tennessee.

Recently Mrs. Frank McCabe of the KOMA, Oklahoma City, program department, was overcome by gas from a leaky stove in her home.

(Continued on page 54)

CWA-Air's Free Shows

(Continued from page 1)
boxoffice stands to suffer additionally on a national scale. Complaints are piling into the NRA that the Government's free entertainment is menacing tax paying institutions. A theatre owner of Newburgh, N. Y., has made formal charges that the Government is taking at least 2,000 potential ticket buyers away from the boxoffices of that city nightly.

It is being pointed out that the theatre cannot be expected to operate with an NRA that is being combatted by a CWA.

Gauti

Filmdom, because of its relationship with radio via stars and broadcasts, is moving cautiously. Not until enormity of free radio shows was proven by a national check-up, however, did pictures decide to take action. It was figured that free air shows would not fit physically into the air and the theatre situation except in a few of the largest cities. But, the free show practice is spreading to the extent that a total of \$4,120 people are estimated to be weekly attending in 28 cities. This is what has convinced filmdom, even more so, that these same figures may grow to in six months or a year.

Industry checkers are reporting, "If unchecked it will grow so rapidly that it will be practically too late and impossible to check. Next year may be too late."

Report by
Regarding the New York City situation Investigator's report is:

"After a thorough survey, in which some of the national and independent broadcasting stations were consulted on one pretext or another, and from information obtained indirectly through other sources, it was said that a conservative estimate of the number present by invitation at these broadcasts in this territory each week would average 25,000. Our survey discloses that many of these people attend commercial broadcasts, put on the air directly from the commercial houses such as large dry-goods and clothing stores, furniture stores, etc."

Commenting on other conditions in Chicago a report states:

"Situation is serious in this territory. Estimated that more than 2,000 people attend the various studios daily. Also WLS operates the Eighth Street theatre every Saturday night, giving their radio performances on the stage and charging 50-75c admission. It is reported there is always a line-up for tickets."

For Boston the summation is:

"Situation had here. Two stations report an attendance of over 20,000 during the month of November. Another two stations report an attendance of over 8,000 in November. These broadcasts are receiving an increase each week due to the fact that the public is invited by announcements which state that they are admitted absolutely without charge. Another broadcast in the ballroom of the Bradford hotel issues free tickets. One of the big department stores has just engaged Steiner Hall for free broadcasts. Boston reports total estimated attendance of 9,000 weekly."

For Detroit the memoranda cites: "Six stations have an audience of about 8,000 per week. One station reports only three or four persons attend daily. However, they refuse admission to 150 to 250 persons every day. One station has a children's program at which approximately 1,000 children attend each Saturday morning."

In every instance admissions to broadcasts are free and unrestricted, the report comments on Oklahoma City. Since all of the stations there use music local talent, the performers invariably have a gathering of friends at all local broadcasts. That city's radio draw now is put at 1,000 daily, and the report indicates that other theatres are but a short way off.

In Seattle, a hostess is provided to show the studios, but the public is not permitted to hear actual broadcasts. Nevertheless, the report continues, "Columbia Broadcasting Company holds a carnival five days a week in an auditorium holding 150 people."

Attendance by Cities

Following is the first film check-up on the invasions radio is charged with making into the boxoffices. It

apportions the \$5,120, now estimated to be weekly attending such free shows, as follows:

New York City	25,000
Chicago	12,000
Kansas City	9,000
Boston	8,000
Detroit	8,320
Oklahoma	6,000
Philadelphia	3,500
Pittsburgh	3,000
Nashville	2,000
Cincinnati	1,800
Seattle	1,750
San Francisco	700
Dallas	500
Charlotte	450
Salt Lake City	300
Des Moines	100

Washington, Albany, Atlanta, Minneapolis, St. Louis, Denver, Cleveland, Memphis, New Orleans, Portland, Ore.; Indianapolis, all negligible.

Los Angeles, Feb. 19.
Local theatres are talking of a war of reprisals against radio as a result of the switching of the free see and hear Coast CBS Shell Show from San Francisco here and the intention of KNX to organize a two-and-a-half-hour air-stage show for Saturday nights.

Now the theatres are going to handle what they consider a new menace to theatre business is not set, but both Fox-West Coast officials and Indies say they'll do something about it. At any rate, they are all fussed up.

One of the plans talked over is a proposal to bring pressure to bear on the musicians' union so that the union would inaugurate a rule calling for additional salary to tuners for playing at any air performance for which audiences are admitted free.

Back of the theatre men's peeve is the asserted fact that the Shell Show is being brought here for free showing because San Francisco theatre successfully opposed the stunt. Public broadcasts were halted there when the house operators in 'Prisco are said to have threatened reprisals against the oil company.

KNX's plan to extend the usual one-hour public show to two and a half hours and to spot it on Saturday nights, the best theatre night of the week, is considered the most radical departure in free shows yet attempted on the coast.

In order to fill this time KNX is combining its present Varieties with the Crockett Movie Show, plus a 15-minute air stage broadcast, to be billed as 'The Hollywood Brawl Dance'.

One-half of this show has already been commercialized by United Remedies with two bids in, according to the station, for the remaining time.

Independent film exhibitors followed F.W.C. (and the skirmish when Ban N. Bernstein, president of the Southern California exhibitors organization, stated that the entire resources of his membership would be thrown into the fight to halt any extension of the free air performance scheme.

Charlotte, N. C., Feb. 19.
Dixie Mammoth Minstrelsy will return to the air after an absence of nearly two years. At last a sponsor willing to bankroll the spectacular program has appeared in the Pure Oil company of the Carolinas. February 27 at 8 o'clock will start the revival.

Show is produced by Clair Shadwell and Legrand Everett, of the WBT staff, and will comprise 20 people and an orchestra. WBT and Pure Oil are negotiating for a Charlotte theatre or auditorium for the weekly presentation, with audiences to be admitted on passes issued by the oil company. A force of personal appearances for North and South Carolina cities is also in the wind.

George Frazier and his 10-piece minstrel band will be featured, along with Irwin Setzer and Lee Everett, end men; Clair Shadwell, interlocutor and director; a vocal chorule and a vocal choir.

Business was placed on WBT by the Freitag Advertising Agency, Atlanta, Ga.

Allie Wrubel and Mort Dixon number is being spliced into Warner's 'The Key,' with Maxine Doyle set to lead the song and dance ensemble.

Ad Agencies

Radio Execs (Associated With the Show or Performance: End of Radio)

N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.
Batten, Barton, Durst & Osborn, Inc.
383 Madison Ave., N. Y. C.
Roy Durstine.
Arthur Pryor, Jr.
Herbert Sanford.
Benton & Bowles, Inc.
444 Madison Ave., N. Y. C.
M. Ruffner.
Low Co., Inc.
11th Ave., N. Y. C.
Milton Blow.

Blackett-Sample-Hummert, Inc.
130 Park Ave., N. Y. C.
Frank Hummert.
George Tormey.

Blackman Co.
113 E. 42d St., N. Y. C.
Marion Harper.

Campbell-Ewald Co.
292 Madison Ave., N. Y. C.
C. Halstead Cottoing.

Cecil, Warwick & Cecil.
230 Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.
180 Fifth Avenue, N. Y. C.
L. S. Caskin.

Samuel C. Croot Co.
28 West 44th street, N. Y. C.
Arthur Anderson.

Erwi & Wasey & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Gannon.

William Esty & Co., Inc.
100 E. 42nd St., N. Y. C.
William Esty.
John Esty.
Edward Byron.

Federal Adv. Agency
444 Madison Ave., N. Y. C.
Mann Holmer.

Albert Frank-Guenther Law, Inc.
70 Pine St., N. Y. C.
Frank A. Arnold.

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martin.

Gotham Co.
250 Park Ave., N. Y. C.
A. A. Kron.

Hannf-Metzger, Inc.
175 Fifth Ave., N. Y. C.
Louis A. Witton.

Joseph Katz Co.
247 Park Ave., N. Y. C.
H. Lawrence Holcomb.
Jack Nelson.

Lambert & Feeley, Inc.
400 Madison Ave., N. Y. C.
Martin Horrell.

Lennen & Mitchell, Inc.
17 E. 45th St., N. Y. C.
Ray Virden.
Robert W. Orr.

H. E. Levan Advertising Agency
42 Lexington Ave., N. Y. C.
John S. Martin.

Lord & Thomas
247 Park Ave., N. Y. C.
Montague Hackett.

McGann-Erickson, Inc.
285 Madison Ave., N. Y. C.
Dorothy Barstow.
Margaret Jessup.

Nowell-Emmett, Inc.
40 E. 34th St., N. Y. C.
Richard Sturges.
Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.
David F. Crozier.
Edward Longstreth.

Frank Presbey Co.
247 Park Ave., N. Y. C.
Fulton Dant.

Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Jack Davidson.

J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.
John U. Reber.
Robert Cowell.
Gordon Thompson.

A. K. Spencer.
Herschel Williams.
Nathan Tufts.
Herb Folsie.

Young & Rubicam
235 Madison Ave., N. Y. C.
Embell Robinson.
W. R. Stuhler.
Donald Stauffer.

Rules of Showmanship

(Continued from page 31)
special characteristics of the medium itself, as contrasted with other media.

In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes.

The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

These two characteristics—the intimate, personal nature of broadcasting, and the wide range and joint listening of its audience—primarily determine what may properly be put on the air.

For example, the broadcast program should provide agreeable instruction or entertainment to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome statements should be avoided as more likely to offend than to instruct or entertain. Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and unobtrusive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain no element of interest to the public, and should be prepared and delivered with brevity and skill.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry, should be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated at the expense of annoyance. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

Each program should be individual and distinctive and should not resemble that of any adjoining program on the same network. In other words, the entire day's broadcast must be balanced to furnish variety of entertainment and instruction to listeners. Especially the advertiser and the network should co-operate to prevent repetition of the same musical numbers in programs occupying nearby periods.

PART TWO REQUIREMENTS

1. The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

2. Statements or suggestions which are offensive to religious views, religious traits, and the like, must be avoided.

3. False or questionable statements and all other forms of misrepresentation must be eliminated.

4. Obscene and off-color songs or jokes, oaths, sacrilegious expressions and all other language of doubtful propriety must be eliminated.

5. Testimonials must reflect the genuine experience or opinion of a competent witness.

6. Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.

7. As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

PART THREE Program Procedure

To secure observance of the requirements set forth above, the following procedure has been adopted in the interests of advertisers as well as of the National Broadcasting Company and its associated

stations, and will be enforced to serve the public interest.

All continuities, including the words of all spoken lines as well as the wording of all commercial announcements and the list of the cast, must be submitted to the National Broadcasting Company at least one week in advance of the broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program and/or announcement in whole or in part, insofar as such program and/or announcement is not in accord with the requirements set forth herein, or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will endeavor to arrive at a satisfactory handling of the matter; but if no agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program and/or announcement which it deems inconsistent with its obligation to serve the public interest.

8. Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

9. Written lists in duplicate, showing correct titles, composers and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department. When this procedure is violated, responsibility for any copyright infringement shall rest on the advertiser.

10. Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimony that the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification, signed by the advertiser, or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimonial and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

11. The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers in this regard is essential to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

12. The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.

PARIS LIKES U. S. POPS

Paris, Feb. 19.
American music sells well in France, with prospect of further expansion of sheet trade, largely due to a ban on German output. 'Big Bad Wolf,' translated into French, is the best-seller at the moment, according to Hugo Brvk, General European representative of ASCAP, who has made his office in Paris since October.

Translation is by no means necessary in all cases, however, and other big numbers now are 'Night and Day' and 'Is It a Smoke,' both published here in English.

Manhattan Holds Upbeat Despite Florida Exodus of Past Weeks

Florida exodus hasn't helped the smart spots which cater to that clientele, but biz in general fairly good all over.

Same situation obtains along Broadway with the Casino de Paree and Hollywood doing sensational trade. Paradise not quite as bullish, but ok, and the Palais Royal building.

Jace Piquale and Peppy's Chapeau Rouge west of Fifth avenue and El Morocco are among the snooty niteries which would be affected by the Florida exodus, but they're holding up nicely. Leon and Eddie's is still clicking, one of the outstanding survivors of post-repeal, indicating that the personal following equation is worth something. On the other hand, the former recheche 21 (Jack and Charlie's) and other kindred spots with specialized clientele have suffered under the onslaught of the hotels' cocktail bars.

Downtown Cafes, Too
Hostelries are still on the upbeat and an idea of the cocktail thing finds its repercussions in the downtown Wall Street sector, where, with a quasi-NRA patriotic spirit, the financial sector's better class restaurants are also mulling installing string ensembles as musical accompaniment to food. A questionnaire on this is going out.

The fashionable east side hostelries such as the Tuscany have installed Bela Lublov's continental-style ensemble; Peter Van Steden and an NBC unit go into the Gotham, and the others already are well equipped with dance and concert music.

Chi Musicians Want \$2,556 from Millard

Chicago, Feb. 19.
Musicians Union here is the latest to hear about the exploits of S. S. Millard. They are waiting for Millard to come back to town so, they can tell him that he owes the union just \$2,556 on the contract on the now defunct Old Mexico cafe.

Union has allowed a claim of \$24 against Millard for failure to pay the balance due Charles Field for music at the cafe, plus \$2,552 due for four weeks' notice which Millard forgot all about.

Durante Discs Duo

Hollywood, Feb. 19.
Jimmie Durante has completed his first recording for Brunswick, singing numbers from current feature mix.

One 'side is 'Tinka-Dinka-Do', from 'Joe Palooka' (UA) and the other side 'Hot Potato', from Radio's 'Strictly Dynamite.'

BRYSK'S BIRTHDAY

Paris, Feb. 10.
Local music people and visiting friends flocked Sunday (4) to 60th birthday party of Hugo Brysk, representative of American Society of Authors, Composers and Publishers, and an old timer in New York and Europe.

Jerome Kern flew over especially from London, and Emmerich Kalman made the trip from Vienna.

RED NICHOLS

Now at the Lowry Hotel in St. Paul, Minn., W.J. dispenses the same infectious tune for rhythm that made him world-famous. Of course he features:
"WE'LL MAKE MAY WHILE THE SUN SHINES"
"I JUST COULD TAKE IT, BABY"
"TEMPTATION"
"DANCING IN THE MOONLIGHT"
"THE MOONLIGHT WALTZ"
"AFTER SUNDOWN"

ROBBINS MUSIC CORPORATION
799 SEVEN AVENUE
NEW YORK

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN
AT MIKE FRITZEL'S

CHEZ PAREE

America's Smartest Restaurant and Supper Club
611 Park Avenue
CHICAGO

Slightly Peeved

Baltimore, Feb. 19.
Police here are seeking a Baltimore girl entertainer, lately doing her entertaining at the La Paree Cafe, Washington, D. C.
A single act in La Paree floor show, all she's wanted to explain is the night of Feb. 13. She reputedly stumbled, and when a pair of customers attempted to help her to her feet she allegedly struck them with tableware. When manager intervened she allegedly blackened his eye with a table lamp, mowed down sister act on same bill when they attempted to quiet her, smashed a chair over a waiter's head, overturned four food-laden tables onto guests, knocked down the hat-check girl, pushed the bonfire down flight of stairs and slammed out of the place and powdered from burg, allegedly forgetting a \$38 bill at her hotel.

Names and Liquor Turn Pitt. Niteries From Red to Black

Pittsburgh, Feb. 19.
Names and booze have turned Plaza cafe here from a losing proposition into one of the biggest money-makers on the local night club map. And overnight, too. Struggling along at beginning of season plenty in red, management decided to chance big shows with arrival of repeat and spot is now topping the town in takings.
First show had Frances Faye headlining, with Ann Pennington following her in for two weeks. Latter closed few days ago, with Anne Seymour opening Friday (16) for an indefinite stay. Plaza crowd is 70 cents week nights with \$1 on Saturday.

Cafe is owned and operated by Etai Covato, who also has the band there, and John Magginiotti. Covato is the bird who cleaned up \$75,000 at the old Show Boat in one season a few years ago, only to put it all back within next few months.

Plaza is now completely out of the red and turning a handsome profit weekly.

Writers Dine Mar. 13

Songwriters Protective Association has set March 13 as the date for the annual dinner and meeting. Spot for the event is yet to be picked.

Present SPA slate looks targeted for re-election with the exception of a couple of directors who because of their west-coast and other contacts have found it inconvenient to attend board meeting. Two directors due to be replaced are Harry Ruby and Howard Dietz. Among the candidates for the pair of scheduled vacancies are Joe Young, Sam Lewis, Charles Tobias and George Meyer.

SPIRA'S BALTO M.C.

Baltimore, Feb. 19.
Ivy Spira opens Friday (23) as m. c. of the Terrace Club in the Lord Baltimore hotel, succeeding Lou Martin.
Review of the spot last week erroneously credited Spira for the m. c. chores at a time when he was engaged at the Arcadia, Salisbury, Md.

Hotel M.C. Now Manager

Fort Wayne, Feb. 19.
Lee Barton Evans, m. c. at Chatterbox in Hotel Anthony for past few months, gets managing duties added to his contract.

Longest run attraction at hotel, so management judged it wise to let him run the place.

CAFE MARGUERY (ADELPHIA HOTEL, PHILA.)

This spot formerly a half-popular dance rendezvous with a good local band, was recently taken over by Jack Lynch—a pre-repeal operator and well known through playboy of newspaper space on radio, etc. Actually, the place is the hostelry's former main dining room turned into a night club. Situation is good, being right off lobby of the hotel, and a large electric sign catches the eye from the front entrance.

Cafe Marguery remains the same as it was before, a high ceiling room with balcony effect, amber-lighted, seating about 350; only difference now being that biz is capacity. Main reason for big crowds is Jack Lynch, with all the local yokels coming to see the guy who made Philly classy-speak conscious not long ago, and Evan Burrows Fontaine, who crashed on the headlines with him more than once. Show people, club cliques, and yokels all mix, facing a two buck minimum, fairly heavy wine and beer prices, and an established cuisine; service okay.

Place is a little too big to be intimate, and atmosphere is slightly off. No dress during week days, and don't have to on Sat's. Dance floor is small, with bandstand elevated at one end. New floor show show weekly—Thursdays.

New in the vicarage and slightly buxom, Beth Challis, opens talent parade near midnight. A ballroom team, Wilkins and Jack, goes through a pair of act numbers, and are followed by Ponti, a tenor who landed a big band for an acted version of 'Shanghai Lil'. Florida Vestoff, in the next spot, a good tapper, but opens with a poor s. and d.; does another turn later with a soft shoe. Show slackens with a Frances Stevens who uses the p. a. system for a blues number. Adagio duo in Blanche and Elliot catch two separated spots for good receptions. Show begins to look up with Rommie Van and Kampan in the Nineties idea, winding up with an encore, on the 'Flying Trapeze'—which garners plenty of laughs. After Beth Challis, a couple of hotshots nudist ditties, show reaches the high with Chaz Chase, fire-eating clown, who panics the crowd for over 15 minutes.

This is easily the best show in town—running about 70 mins.—and leaves the crowd talking. Vincent Rizzo's orchestra plays the show, and having a good time doing with Burrows Fontaine as featured warbler. Cafe Marguery right now is taking all the good n.c. business around, and is settling down to a good run. —Gosch.

OASIS, BALTIMORE

Baltimore, Feb. 14.
This spot has been in red hereabouts among niteries; with but a brief interim each August when place goes through redeco process, has been battered continuously by the stars.

Located on extreme eastward fringe of loop district, in heart of this burg's tenderloin, Oasis shops for, and primarily prospers on, curiosity play and slummers' expeditions. Rectangular room, seating over 150. John is copiously stacked with nether-world atmosphere. Mugs and molls huddled over tables, beetle-browed toughs huddled away in dim-lit corners, couple of painted dolls seated well back, ogling the goings on around. Atmospheric touch is the McCoy and not on managerial payroll. They're present because it pleases 'em and they feel they can environmentally relax here and be themselves.

Big dough netted spot derived from thrill-seeking debas and youthful men—rings 'round the place. Has sobered such tendencies among sons and dotters of the racier element from the Blue Book stud in great many sectors of O. It seems still so flourish here. They shiver in, lift eyebrows, gassy, and then spread cool with a bounty that bespeaks mental genuflections in gratitude for this privileged gander at life.

Max Cohen, owner, is the prime factor in so drafting and handling his oddly business clientele that spot still rises above the wave. He utilizes a clever ad and exploit campaign that's tickled the public for years and still proves highly effective.

Oasis carries all the sporting mob, ball players, trackmen, et al. Seldom a vaude trouper of note hits town and doesn't drop in around. Cohen knows 'em all, being one of burg's most colorful figures, possessed of a glamorous aura that's gradually feeling the American scene, such as exemplified by the late Chuck Connors. When the top-line masculines of the profane make what appear perfunctory appearances at the spot, they are greeted with the most eager and goad to settle down here to relax and go gay. Cohen never hustles 'em out on the floor or rings 'em with a spotlight in their backs with public bows. He lets 'em sit around and have their playtime out of mob's cognizance and stare. And that's probably what brings 'em back on repeat.

Nothing spectacular offered by spot decoratively. Just banal trapplings akin to similarities. Floor

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York and following the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plays are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plays on the major networks (WEAF and WJZ of the NBC chain, and WABO, key station of CBS), along with the total of plays on New York's two full-time independent stations—WOR and WMOA. Data obtained from 'Radio Log' compiled by Accurate Reporting Service.

Title	WEAF WJZ WABO	WOR WMOA	Total
'Let's Fall in Love'.....	23	25	48
'Do You Miss Me Tonight'.....	21	11	32
'Smoke Gets in Your Eyes'.....	25	6	31
'Keep Young and Beautiful'.....	13	18	31
'In the Valley of Yesterday'.....	11	16	27
'Temptation'.....	18	8	26
'Without That Certain Thing'.....	17	9	26
'This Little Piggy'.....	10	16	26
'Everything I Have is Yours'.....	14	12	26
'Our Big Love Scene'.....	13	13	26
'Wagon Wheels'.....	19	7	24
'You Have Taken My Heart'.....	14	10	24
'Old Spinning Wheel'.....	9	15	22
'Orchids in the Moonlight'.....	14	8	22
'Night on the Water'.....	11	11	22
'In a Shelter From a Shower'.....	11	11	22

Policeman's Ball Imports \$800 Band While \$60 Local Fill-In Squawks

Ellington Band Set With Mae West's 'Sin'

Hollywood, Feb. 19.
Duke Ellington and his orchestra arriving here today for Paramount's 'Murder at the Vanities' will do a second film while here.
Also set for the band to be in the Mae West 'It Ain't No Sin.'

Mills Sails Feb. 24

Irving Mills accompanies his Cab Calloway orchestra on the S. S. Majestic sailing Feb. 24 after all, although originally intending to precede them to London by a week to pave the way for their Palladium opening.

Mills' delay in the U. S. was necessitated by the suit which Jack Hyllon instituted against him in New York on a contractual agreement, decision on which is due some time this week. The N. Y. Supreme Court gave both sides until today (Monday) to file briefs on the injunctive motion.

Grey Supes Discing

Los Angeles, Feb. 19.
Harry Grey, managing director of recording for the Brunswick company, is here from New York, supervising the plattering of coast bands and screen celebs.

With A. J. (Joe) Perry, in charge of coast recording, Grey flew to Frisco last week and to platter Ted Florito's band, then returning to Los Angeles to finish up the local recording.

In Re: Columbo

Los Angeles, Feb. 19.
Judgment for \$1,085 against Russ Columbo had in New York courts by Lou Irwin, according to the complaint, has been transferred to Municipal Court here on assignment to L. Henry for collection.
Atty. S. S. Zagon representing plaintiff.

YACHT BOYS TO LONDON

Yacht Club Boys sail Feb. 23 for the Club Monseigneur, London.
Currently in their sixth week at Chez Paree, Chicago.

show, totally unbillied and undivulged, patterned along burley lines with bump dancer, girl warbler with oke pipes and a beef-trust line o' gals. A colored kid picks up some fast, good rhythm hoofery, but no stripping-down-by-femmes-is-indulged. Under studied, critical folks show n.s.g., but majority of mob is inattentive, each table group apparently self-entertaining and rather oblivious of the rest.

Worthiness-of-the-ork-outshines the setting. Earl Kahn's piece outfit dishing out a very nice grad of dandypation. Never a covert, dollar minimum with food and alcoholics moderately priced.

N. Y.
Eight hundred dollars for an imported orchestra. Sixty dollars for a local dance band. That situation has brought about a lusty protest from the Musicians' Union against the Troy Police Benevolent and Protective Association, which has engaged Claude Hopkins' orchestra, from New York, for the police ball April 13.

Ralph W. Eyleshimer, president of the union, charges that the musicians 'feel the situation is absolutely unfair, as we have less than 50 musicians working out of a membership of 300. Merchants feel it is an injustice for the police to solicit advertising and sell tickets for an event for which \$800 of the receipts will directly leave the city.'

Police, however, didn't bat an eyelash at the attack. Said Patrolman Harry Nolan, secretary of the police ball committee: It is nothing new in Troy to bring orchestra attractions to Troy. Rudy Vallee and his band drew a large crowd when he played here for the American Legion and I believe Mr. Eyleshimer was a member of the welcoming committee at the time.

Nolan also declared a union musician, who conducts a dance hall as well as his own orchestra, has on many occasions engaged New York bands to play at his hall. He added that the police were only interested in a large attendance.

They engaged a local orchestra for \$50 to play when Hopkins' men are resting. Under the contract, Hopkins is restricted from playing any place within 100 miles of Troy before the police ball.

Troy, N. Y., Feb. 19.

Sammy Kaye and his orchestra were 'evicted' from their rooms in the Hotel Troy, Wednesday (14) because they refused to sign the whole outfit signed up as members of the Y.M.C.A. and became lodgers at the Y building.

Kaye's orchestra, a traveling unit, is playing at the Hendrick Hudson Hotel, whose owners also operate the Hotel Troy. The eviction of the men from Hotel Troy was effected by the Troy Musicians' Union, which charged they were violating a regulation of the AFM, which stipulates traveling bands playing in hotels must not be housed in the same hotel or any other property of the hotel owners.

Kaye, notified to the AFM, said he was not aware of the ruling although he and his men belong to the AFM. He protested there was no other hotel to go to that could properly accommodate him and his men and at the same time uphold their prestige. Joseph N. Weber, AFM president, was notified and he ordered Kaye to obey the regulation or subject himself and his bandmen to union suspension.

So the whole outfit moved out, went to the Y.M.C.A., enrolled as members and paid a week's room rent in advance.

HE ROSE TO FAME ON A LADDER OF DANCING LADIES!

GEORGE RAFT



The girl who puts the B.O.* in
"BOLERO"

"Sally Rand, in her sensational fan dance, proves the fan is quicker than the eye."

"Sally Rand's fan dance, front paged into a box-office attraction, is worth the price of admission alone."

—Moll Picture Daily

*BOX-OFFICE

BOLERO

with **CAROLE LOMBARD SALLY RAND** the fan dancer **FRANCES DRAKE**

A Paramount Picture Directed by Wesley Ruggles

